

**NOB**

NOB is a fashion agency and buyers showroom based in the heart of Moscow. Our agency provides brand assistance and full support at every key stage of brand development including strategy formation, manufacturing, communication with fashion media, wholesale and retail distribution. Our buyers showroom is focused on the sale and presentation of designer collections to retail partners. We also provide assistance to young designers throughout the entire brand creation, design, PR, and sales process.



*NOB FW18 campaign*



*Nashe FW18 campaign*



*Erica Zaionts FW17*



Our services

Consulting

Our agency consulting services include: setting brand strategy and vision, forecasting and adaptation of trends to the specific features of each brand, deciding segment and target audience, assortment policy and price formation, target market and competitor analysis, and promotion strategy and marketing plan formation.

NOB helps brands today by looking to the future researching and analyzing global trends: cultural, social and economic phenomena, finding technology and design innovations, studying futurologists forecasts, street style, multimedia and modern art development.



*NOB FW18 campaign*



*Kogan FW17*



*Erica Zaionts FW17*



*Nashe FW18 campaign*



## Our services

### Brand Identity

NOB assists with development of brand essence (DNA) and determining signature elements and signature products. We work with clients to decide on brand name and its visual components (signature style, graphics, merchandising, web).

### Manufacture

NOB provides help and support throughout the entire process of collection creation: working on brand's collection line (trend-book, moodboard, sketches, paper patterns, first samples, fabrics and accessories selection). We assist in manufacturer sourcing from worldwide vendors depending on which location best suits your brand, including Russia, Italy, Portugal, the USA, Korea, Eastern Europe and China. We also specialize in managing logistics and control.

### Photo/Video Production

Our services also include complex producing and technical support of projects. We do lookbook, video, promotion campaign, catalogue, high-res object shooting, location selection, and post production.

### PR

NOB handles all aspects of PR. We have the ability to do role model image analysis; liaise with brand ambassadors; coordinate fashion shows presentations, events, collaborations and product placement. We help with the total presentation of a brand and its activity on the internet and social media. As well as, analysis of brand awareness, its image and perception, and communication activity.

### SMM

We are experts in managing content of various social media platforms to increase brand exposure. We facilitate this through setting up cooperation with the global fashion community, account customization, and promotion on Instagram, Facebook, Pinterest.



*NOB FW18 campaign*



*Eiphorium SS18*



*NOB FW18 campaign*



Sales

At NOB we also have our own showroom in central Moscow. This gives us the unique ability to present designer collections directly to fashion buyers. The NOB showroom rotates location globally 4 times a year coinciding with Fashion Weeks in Paris, Milan and New York. This allows for maximum distribution of clients' collections at our partners' showrooms. Also we have our own carefully curated database of international buyers from Russia, CIS countries, Europe, the USA, the UAE, China, South Korea and Japan. We focus on targeting off-line and on-line sales and promotion in Moscow and other global fashion hubs. At NOB we can also organize pop-up stores in any of our partner countries, flagstores openings, and setup retail merchandising.



*Ab[Screenwear] FW18*



*Monsieur Lunatique*



Partners

Style in Details NYC  
 DHL  
 Premiere Vision  
 Exalis Russia  
 Sputnik Supervision  
 Fashion Consulting Group  
 British School of Art & Design  
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 Senato13 Showroom Milan  
 IDAO Agency Paris  
 Bazaar  
 L'Officiel Russia  
 Sncmedia  
 Trendspace  
 Glamour  
 Graziamagazine  
 Cosmo  
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 Russian Export Center  
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 and Industry of Russian Federation

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*NOB Showroom*