



Profile



## History and structure of the company



**mt trade mark GmbH** is an owner-controlled fashion agency with headquarter in Heilbronn, Germany. Mark Thumser established the company in 2010.



We support international fashion labels to establish themselves at the German and European market, as well as we cover the Russian and CIS market with strong contacts. Herewith our service ranges from marketing and brand positioning, communication and distribution measures up to market entry strategies and the evaluation of retail concepts.



More than a 15 years track of experience in the fashion trade, excellent contacts and a professional network are the base for our activities.

## Key Persons



Mark Thumser, Managing Director

- 15 year track record in fashion, involving executive positions with well known fashion brands such as Betty Barclay and Felina
- 4 years running the own business as an agency and consultancy with the main focus of brand positioning within the European markets (D, CH, BE/LUX, UK, RUS)

Skills:

- International Marketing, Brand Management, Trade Marketing, Sales Promotion
- International Business Development, Wholesale, Key Account Management,
- Retail Management, Outlet Development, Franchise Concepts, Shopdesign

Languages:

- German native, English fluent, Russian starter



Maria Glebova-Thumser, Regional Director RUS&CIS

12 years in lingerie and swimwear business:

- 4 years experience, Retail and shop Manager, “Estelle Adony “, RUS
- 8 years experience, Head of Sales Department, “Paris-Club “, RUS and EU

Skills:

- Retail, Merchandising, Trainings
- Wholesales, Key account customers, Franchising
- Staff managing (up to 40 people), Business Developing

Languages:

- Russian native, English fluent, German basic



## Sales structure and Brands



**Austria, Germany and Switzerland**

SHAN Canada , since 2013



**Europe and Asia**

MONTELLE Canada, since 2014



**Russia & CIS**

DITA VON TEESE, since 2013

SEAFOLLY Australia, since 2014

MAISON CLOSE, since 2014

CURVY KATE, since 2014

## RUS&CIS development



We have great experiences with retailing and wholesaling in Russia and CIS countries. This fact allows us to estimate if the brand is matching to the market or not

### Our contacts are:

#### Moscow and Key Retailers:

- TSUM flagship Department store
- Wild Orchid (28 stores) and Bustier (70 stores)
- Key Retailer high level (wholesale and 5 stores)
- Key Retailer low level (wholesale and 40 stores)
- More than 10 local Distributors (wholesalers)
- More than 25 independent boutiques
- More than 25 internet-shops

#### BELARUS:

- 2 local chains
- 10 independent boutiques
- 8 internet-shops

#### UKRAINE:

- High-end Department stores (5 stores)
- Key Retailer (wholesale and 7 stores)
- More than 20 independent boutiques

#### Privolzhsky and South Region:

- 2 local Distributors
- 2 local chains
- 6 high-end independent boutiques

#### North-West Region:

- TSUM flagship Department store
- Local chain (15 stores)
- 3 local Distributors
- 6 high-end independent boutiques

#### Uralsk Region:

- 2 local Distributors
- 1 local chain
- 10 high-end independent boutiques

#### KAZAKHSTAN:

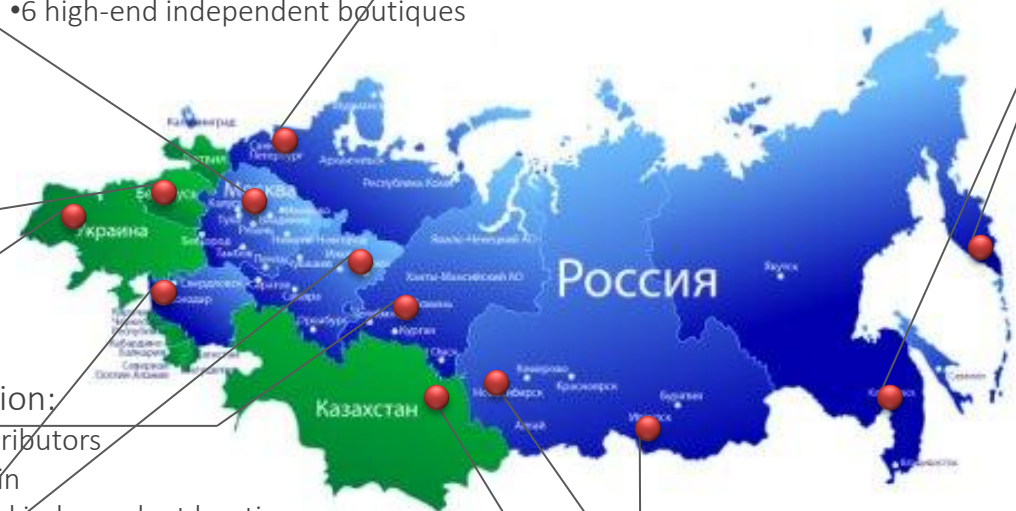
- 5 high-end independent boutiques

#### Fare East Region:

- 2 local Distributors
- 2 local chains
- 8 high-end independent boutiques

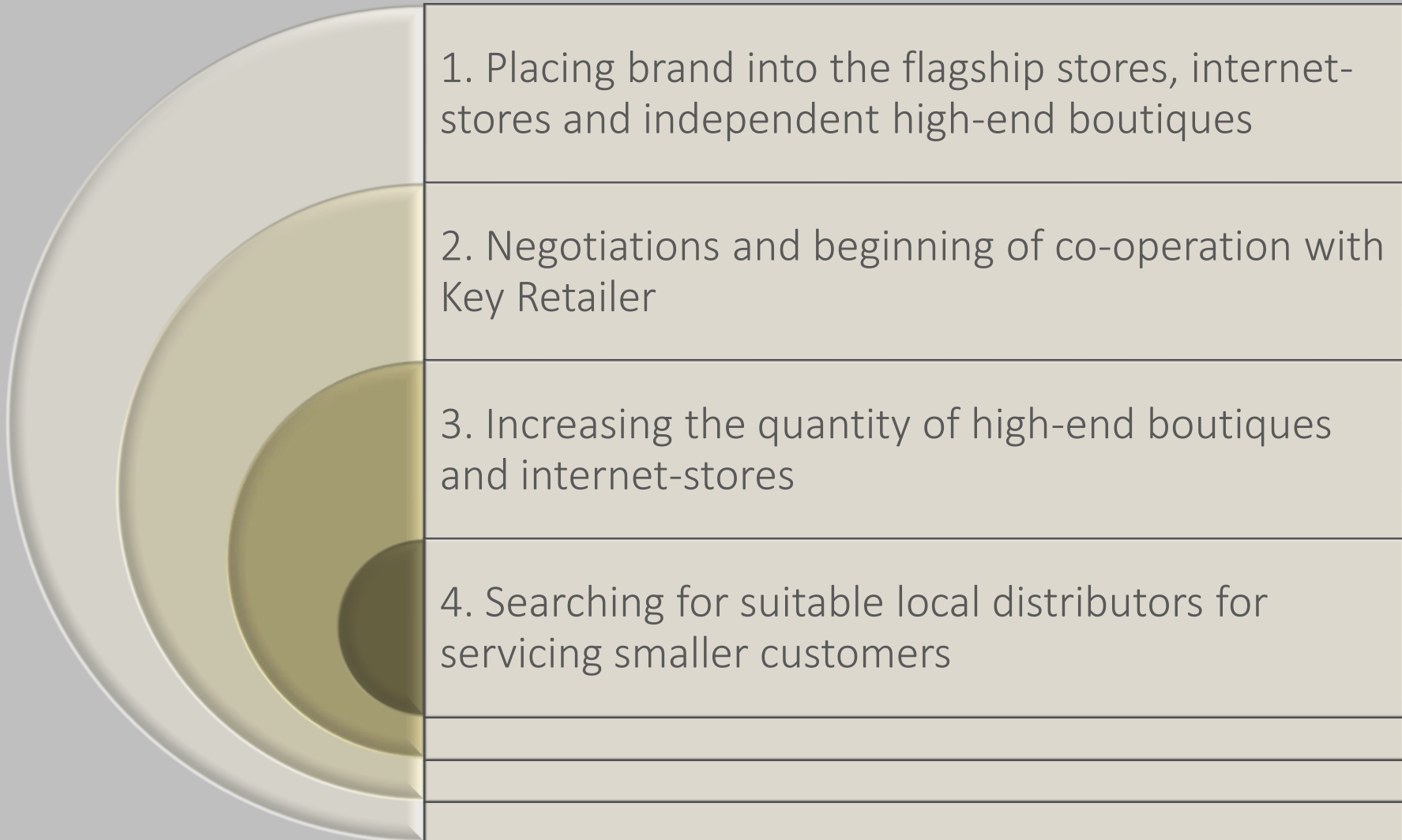
#### Siberian Region:

- 2 local Distributors
- 4 local chains
- 6 high-end independent boutiques





## “mt trade mark” developing strategy RUS&CIS



# Main steps to built brand acknowledge in RUS&CIS



Professional Exhibitions – CPM fair,  
February/September



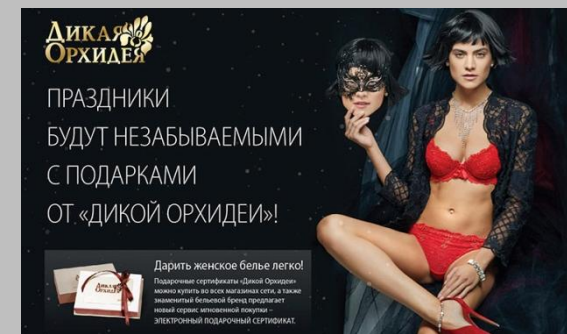
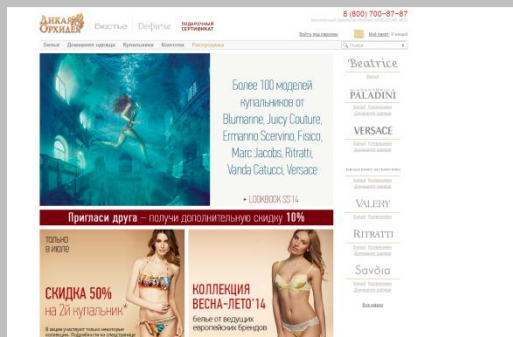
**CPM**  
3.–6.9.2014



PR with specialized magazines



Local internet promotion and advertising together with the customers  
according to the budget and plan





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