

**STOCKMANN**

RUSSIA

STOCKMANN IS  
**THE FIRST EUROPEAN  
DEPARTMENT STORE**  
IN RUSSIA

\* Since 1989



Photo: Stockmann Russia

# 35

YEARS IN RUSSIA



Photo: Stockmann Russia

**97%**  
BRAND  
AWARENESS \*

**29**  
DEPARTMENT  
STORES &  
E-COM

\* In Moscow & Saint Petersburg.



**THE UNIQUE RETAIL  
CONCEPT IN RUSSIA**  
COMBINING TRADITIONAL  
OFFLINE DEPARTMENT  
STORES & STRONG NISHE  
E-COMMERCE WITH A  
SELECTIVE OFFER OF GOODS  
IN DIFFERENT CATEGORIES

# DEPARTMENT STORES

# СТОКМАНН



# DEPARTMENT STORES



## Moscow

Smolensky Passage 2  
Aviapark  
Mega Khimki  
Mega Belaya Dacha  
Mega Tyoply Stan  
Seasons  
Evropolis  
Oceania  
RigaMall  
Vegas Crocus City  
Vegas Kuntsevo  
Columbus  
Kapitoliy Vernadskogo  
Kashirskaya Plaza  
Metropolis

## Saint Petersburg

Nevsky Center  
Pearl Plaza  
Mega Dybenko  
Raduga  
Okhta Mall

## Ekaterinburg

Passage

## Sochi

Moremall

## Murmansk

Murmansk Mall

## Krasnoyarsk

Planeta

## Perm

Planeta

## Khabarovsk

Brosko Mall

## Novosibirsk

Gallery

## Kazan

Mega

## Irkutsk

Modny Kvartal



# FORMATS

## 2 store formats

### Flagship store

6000 – 8000 m<sup>2</sup> / women and men fashion, kids and home departments

### City format

1500 – 3000 m<sup>2</sup> / women and men fashion

# STOCKMANN DNA

A photograph of a wooden dining table set for a meal. On the table are a loaf of bread, a glass carafe of water, two white mugs, and some jars of snacks. In the background, there is a vase with greenery and a framed abstract artwork on the wall. The scene is lit with soft, natural light. Overlaid on the bottom half of the image are four white circles, each containing a bold title and a list of associated concepts.

## **Fashion**

popular brands,  
conceptual  
visuals, expert  
communication

## **European**

customer  
service & client  
experience,  
international  
brands

## **Family**

goods for the  
whole family,  
home décor,  
leisurable  
shopping time

## **Scandic**

style and  
design, hygge,  
sustainable  
approach

BRANDS

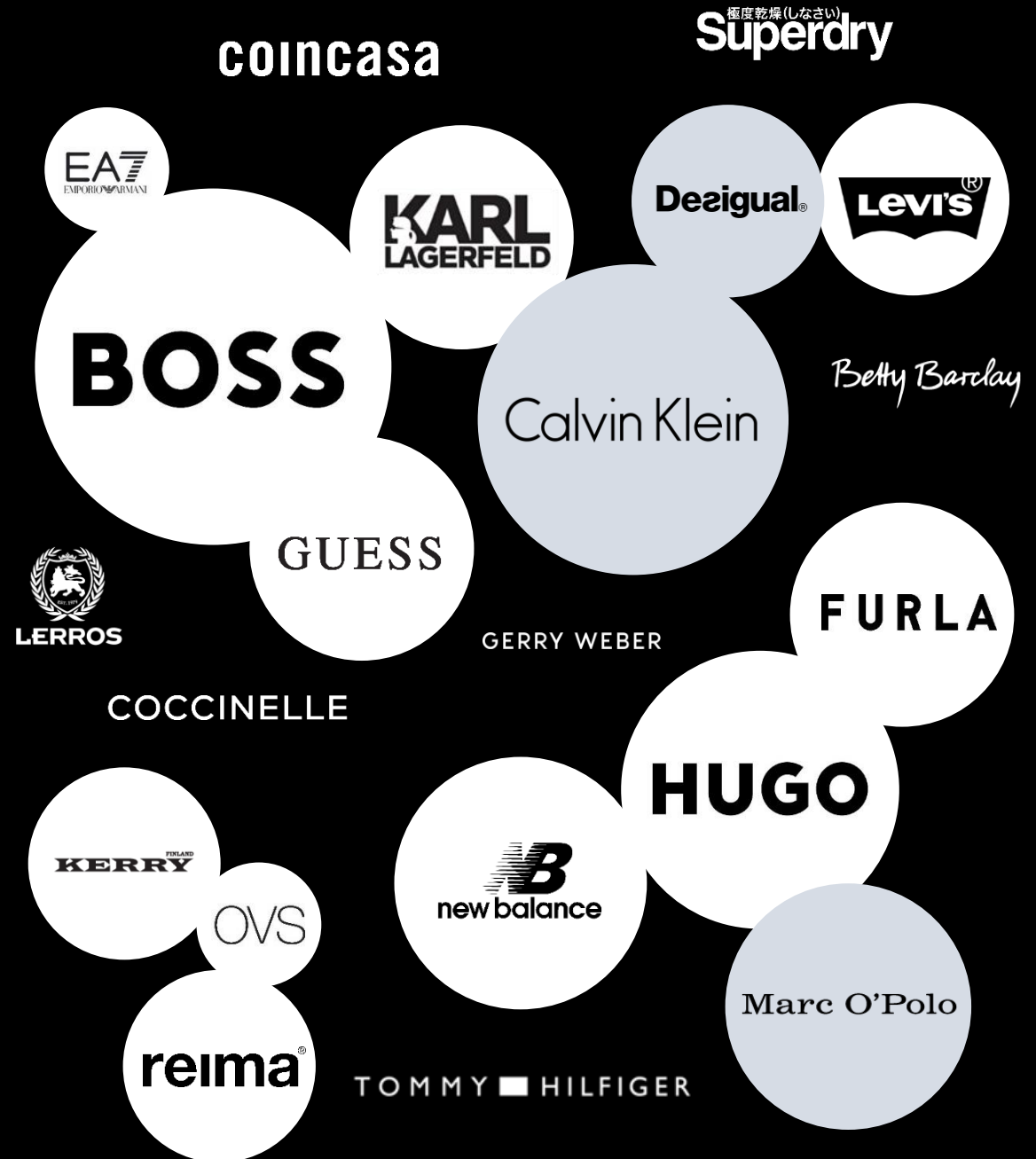
STOCKMANN



Photo: Stockmann Russia

# 600 BRANDS HAND-SELECTED AND WHICH PEOPLE LOVE

middle / middle up / premium



# CUSTOMERS



Photo: Stockmann Russia

# CUSTOMERS

Stockmann customers are self-confident women and men (70% women) who select the best for themselves and their families. They have money and opportunities for that. They value time, status, convenience of choice, service.

**35-54**  
core age

**BCC+**  
average/  
above average  
income

**10 400** RUR  
average  
transaction  
value



Photo: Stockmann Russia

# LOYALTY PROGRAM

# 840 000

## ACTIVE USERS

WITH AT LEAST ONE PURCHASE  
THROUGHOUT A YEAR

# 3,7

AVERAGE AMOUNT OF PURCHASES  
PER ONE USER



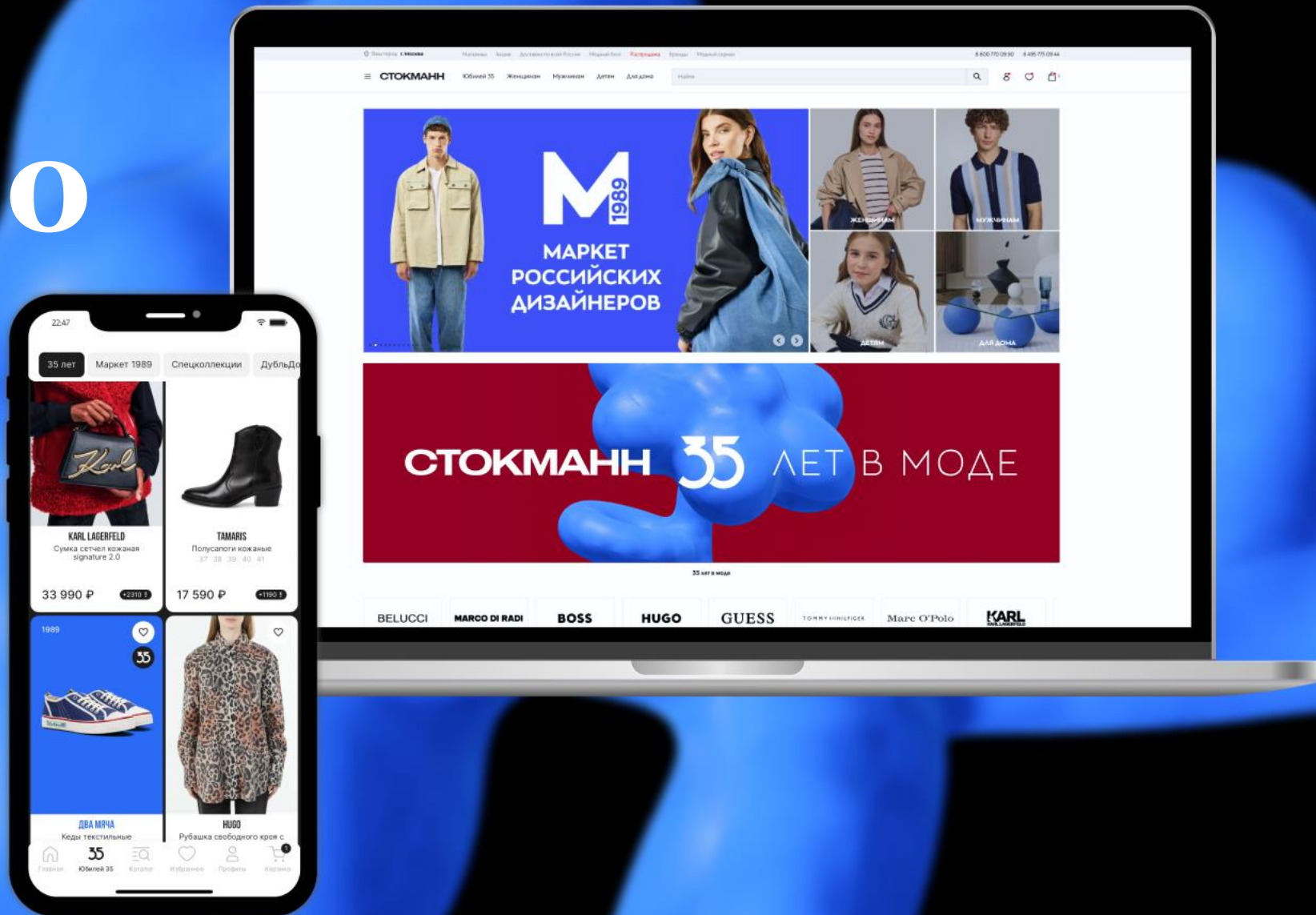
# E-COMMERCE

# 5 000 000

MONTHLY  
VISITORS

# top3

STORES IN TERMS  
OF SALES



# E-COMMERCE

## PICK UP IN STORE

We provide an ability to deliver online orders to our stores with an ability to try on and physically explore goods in our comfortable premium fitting rooms

## MARKETPLACE

FBO, FBS, DBS partnership models are available for sellers



# MARKETING

STOCKMANN



Photo: Stockmann Russia

# MARKETING

## EXPERIENTIAL MARKETING

BASED ON A HIGH QUALITY  
VISUAL AND SEMANTIC CONTENT,  
BRAND PARTNERSHIPS  
AND BROADCASTED THROUGH  
OMNICHANNEL  
COMMUNICATIONS



# ANNUAL EVENTS

BAGS PARADE **NEW**

DENIM **NEW**

CRAZY DAYS APRIL, OCTOBER

TREND ZONE **NEW**

T-SHIRT FESTIVAL MAY – JUNE

THE DACHA MAY

SCHOOL MARKET JULE – AUGUST

XMAS NOVEMBER – JANUARY

SLEEP MARKET NOVEMBER

Сумасшедшие дни



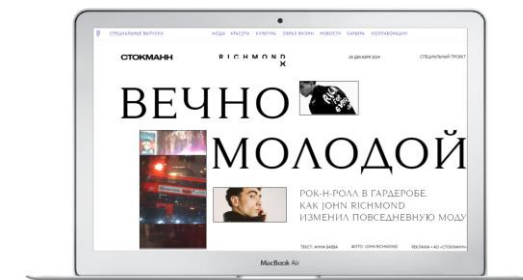
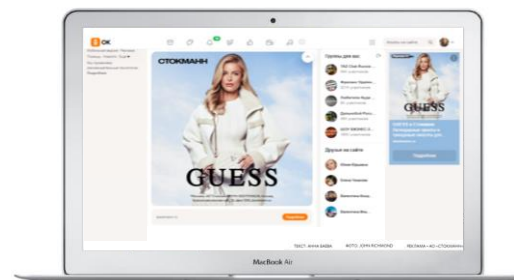
ТРЕНД  
ЗОНА



# BRAND MARKETING

We provide a wide range  
of advertising opportunities  
to our partners:

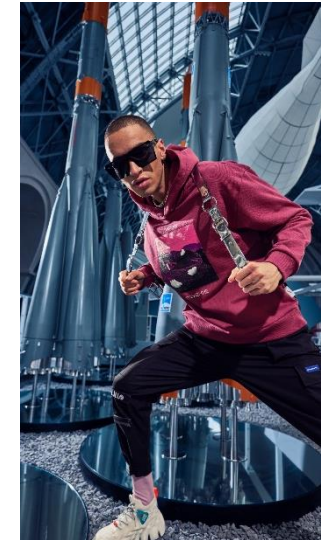
BRANDED STORE WINDOWS  
ADS ON DIGITAL SCREENS  
EVENT SPONSORSHIP  
POP-UP STORE  
DIGITAL ADVERTISING  
BTL PROJECTS  
PR PROJECTS  
ON-SITE PROMO



# COLLABS

We believe in power of collaborations. Our partners are:

OZON FRESH  
JOHN RICHMOND  
COFFEEMANIA  
BRONX  
DUBLOM  
KYNISI  
MINIONS  
GZHEL  
GIVE ME WINGS CHARITY FUND  
MUM OF SIX  
ROSCOSMOS  
THE SETTERS



# CUSTOMER SERVICE

STOCKMANN



Photo: Stockmann Russia

# CUSTOMER CARE

To enhance customer experience  
Stockmann provides additional  
services:

**TAILOR SERVICE**

**PERSONAL STYLISTS**

**GIFT WRAPPING**

**TAX FREE**

**CLICK & COLLECT**

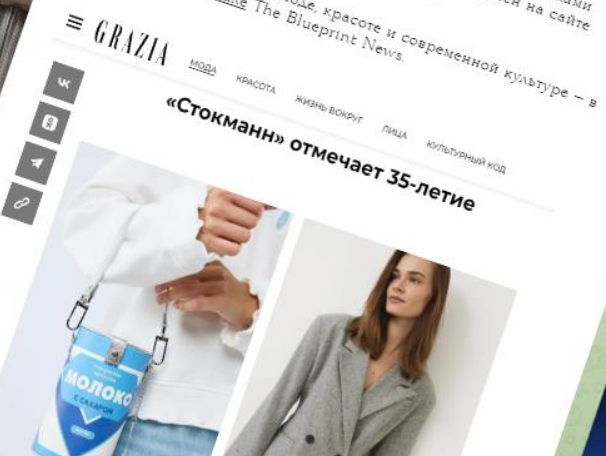
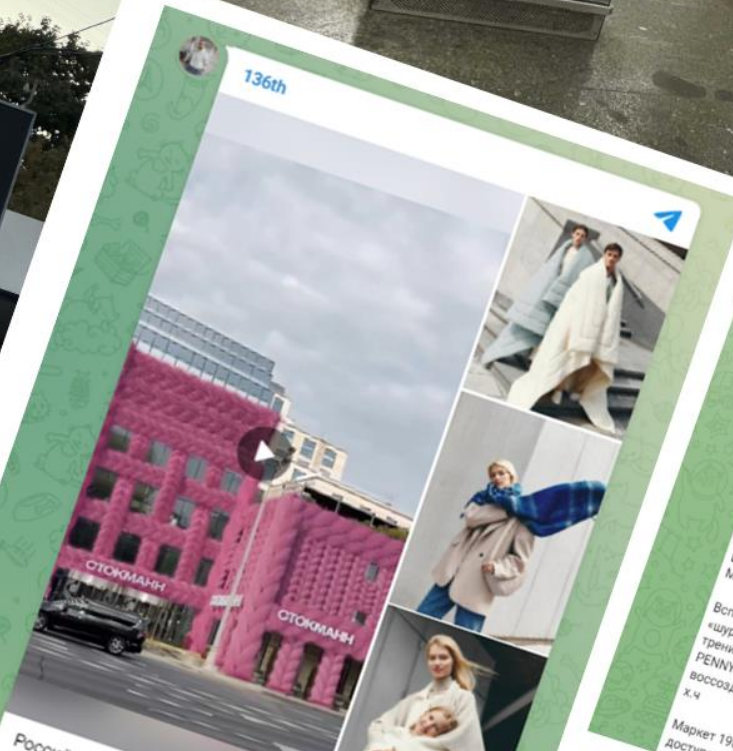
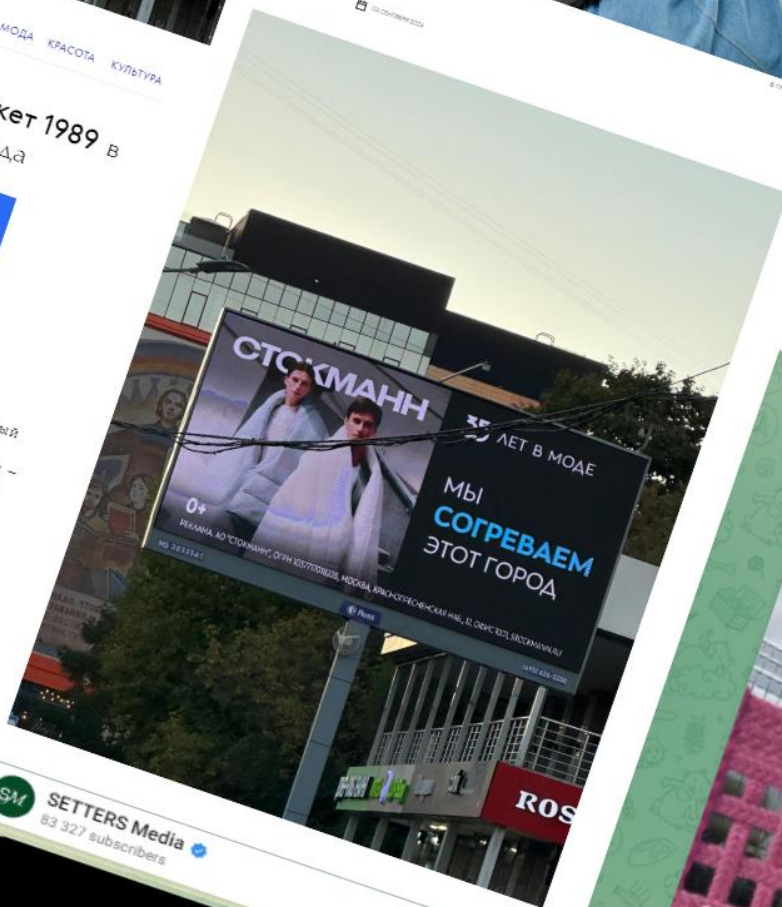
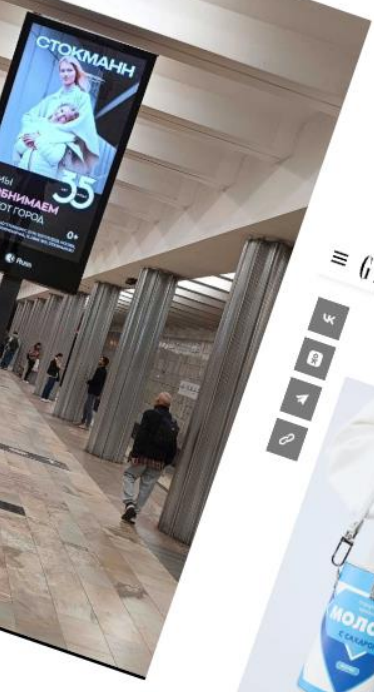
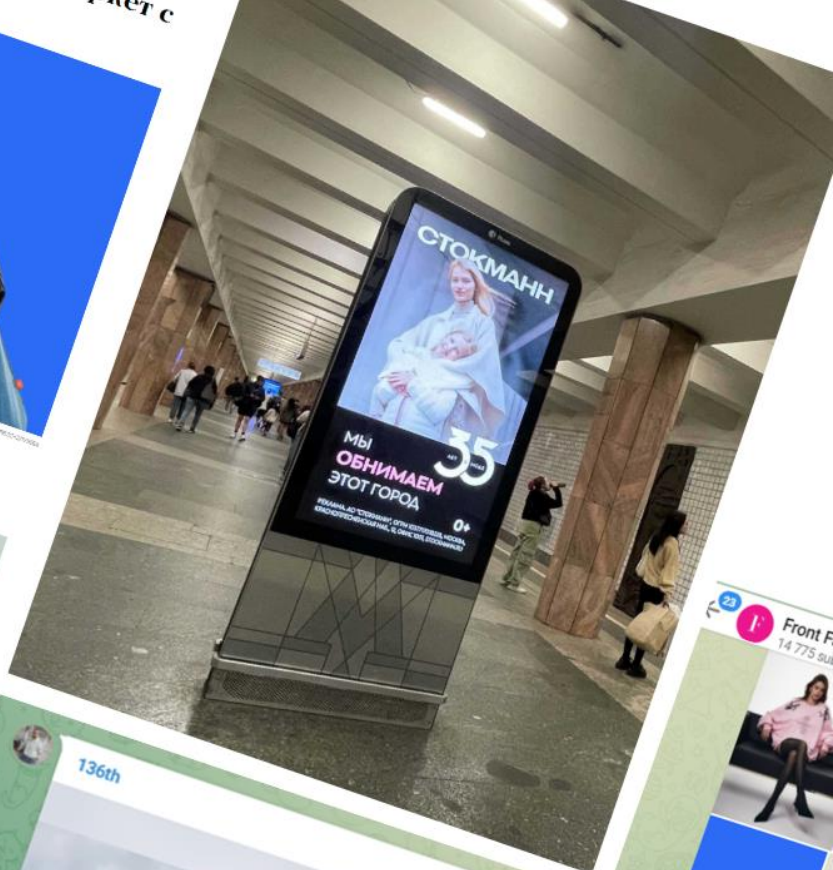


Photo: Stockmann Russia

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