



Arber

Arber

About Us

Arber Group - a vertically - integrated holding specialized in design, production, marketing and sales business menswear. Arber Group is one of the biggest companies in its segment in Eastern Europe. Producing a wide range of high-quality apparel, Arber Group is an expert in creating of men's business suits.

As well as producing and retailing under the TM Arber and Gregory Arber the company has long standing successful history of manufacturing clothing for worldwide brands such as Steilmann, Benetton, Zara, Sisley, Next, Top Shop, Mexx, Esprit, Betty Barclay, Laura Ashley and many others.

Arber Retail Chain – is an umbrella brand that offers several brands, united in one format with retail areas from 60 to 160 sq. The assortment matrix that includes premium brand Gregory Arber, and the medium price segment brand Arber, allows responding flexibly to features of demand depending on the region, area and size of the store. All stores (stretching back 85 stores in 2015) subordinated the uniform standards of retail and precisely show the strategy of brand.

Centralized management of assortment and commodity stocks based on category management and contemporary IT system allows achieving higher rates of profitability than the industry average.

Retail Chain Arber has reached a strong position in the competitive environment, which is evident from its high recognizability among the target audience and recognition as an innovative retail concept.

Although our key product is men`s business suits, the success of Retail Chain Arber the credit of complexity in creating collections that includes a wide range of accessories, outerwear, shoes, shirts and knitwear.

The company plans to expand the network of brand stores from 85 to 130 by 2017. Major markets presence: Russia, Ukraine and CIS countries. Such dynamics of the network due to the current status and potential of the market of classic men's apparel and presupposes active opening of stores on a franchise.



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Clients and partners of the company "Arber" have worthily justified relation of the quality and price of the Arber product sharing our understanding of style and fashion. Work experience for more than 15 years, 80 stores in Ukraine and Russian Federation as well as professional team of the company "Arber" make the profound basement for reaching the desired results.

We strive to be the leaders:

- At the market in the segment of the men suit of average price category
- Of operational activity effectiveness
- Of innovations in the format of the trade

Our client

A middle class men of 18-55 years old, a middle or a top manager, an owner of a small or middle business, an employer of a state institution.

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Brand Review

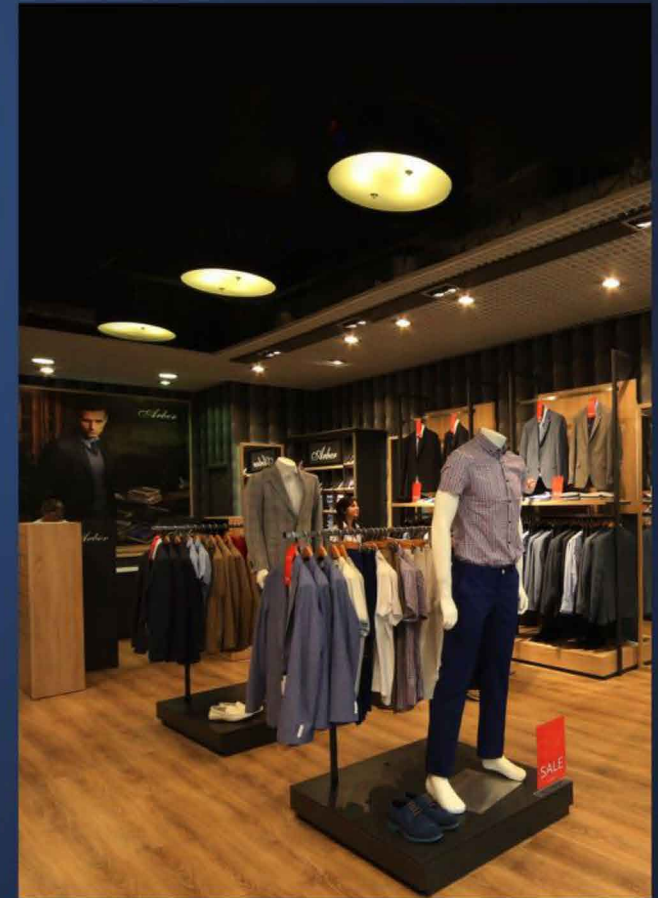
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Gregory Arber



Store format



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Line Arber

The main brand line shows an accomplished image of the way of life by Arber: business and smart casual clothing. A wide range of accessory group will assist to get a high-end, neat style and bright individuality as well as stylistically complete total look of a person.



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Gregory Arber

Premium line of business and formal wear, stand out by quality, style and price.



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The space from 60 up to 160 square meters.

The unified standards of the service, unique style and design of the store interior, strict and clear communicational strategy of the brand.

An innovational approach in creation of the trade space concept for the "Arber" store was devised by the company "Retail Branding" (Austria): full format development with equipment zoning, lightning system, etc.

«Retail Branding» acquired wide repute through the projects with Billa, Nike and Comfy.



Entrance group



Shop equipment

Store format

a store located in a trade center



a free standing store



GRÉGORY ARBER



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- Proven business system
- No lump-sum payment
- No royalty
- High recommended markup
- Guaranteed delivery system
- Competitive product
- Optimization of expenses for business establishment
- Free professional design-project
- The world standard of visual merchandising
- Stable and high demand business
- Participation in the preparation of pre-order
- Low competition in this market segment
- Expert help at all stages of development
- Marketing support
- Staff training
- POS materials



Брюки
179^{грн}
Фінальні ціни

