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PRESS - INFORMATION

retail branding professional consultancy for Russian retailers

Polarisation between luxury and discount

„Sanctions imposed by western governments still affect Russian consumer sentiment and Russian retail business.

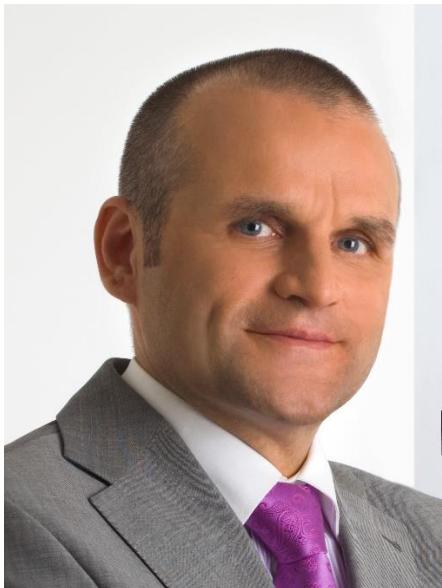
Consumers however have adjusted themselves to this situation“ says Bart Ooijman, who has been developing retail concepts for the Amstetten based business consultancy *retail branding* for many years. However a significant polarisation between luxury and discount can be noticed, especially in Moscow, says CEO Arndt Traindl, also an expert in Russian retail business.

Although Moscow's metropolitan area is already packed with huge Shopping Centers (shopping streets are only playing a minor role), still investments in new new projects are being made, in many cases in omnichannel projects. Generally highest technological standards in recent retail projects can be noticed. WIFI and all kinds of electronic tools are a matter of course. Cash payment was yesterday. To today's crisis Russian consumers respond with highest price sensitivity. Luxury goods are still in high demand, middle class is shrinking, discount concepts and extreme discount concepts are booming. Price competition heavily affects shop concepts in Shopping Centers.

retail branding has been working for Russian retailers and brands for many years. Focus has been put on Store Design, Store Branding and Corporate Design solutions. Russian retailers appreciate *retail branding*'s accurate and practical shop concepts, in many cases connected with supplying all tender documents, required for the realisation of the according works. *retail branding*'s most recent projects were shop concepts (including supervision of the realisation) for fashion retailer MODIS, pet food retailer LYUBIMCHIK and omnichannel retailer KORABLIK. *retail branding* also proudly supplied trendsetting concepts for several SPAR stores, which successfully stand up to local cut-throat competition. At present concepts for a large shoe retailer and a cosmetic chain are being prepared.

retail branding, based in Amstetten, Lower Austria, has been established by Arndt Traindl in 2006 and has been a trendsetter in supplying concepts for stores & shops, related to retail practice. Many of their international clients rely on *retail branding*'s unique competence in integrated Store Branding, using most recent findings of modern brain research (Neuromarketing). In their concepts the stringent assortment strategy LIM („Less is More“) becomes increasingly important. LIM strategy also provides the perfect basis for professional Visual Merchandising. In addition to their successful works in German-speaking countries, retail branding has become a renowned partner for retailers in CEE-countries, especially in Russia.

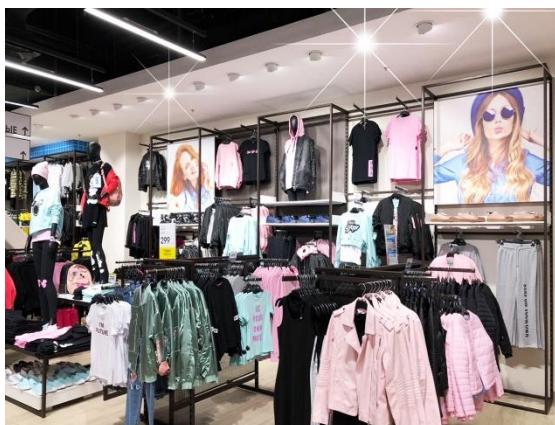
((Bildtexte:))



Both Bart Ooijman and Arndt Traindl are known as profound experts in Russian retail business.

((Modis - 5. Foto von Website:))





For Moscow's fashion discounter MODIS retail branding was responsible for Store Design and Visual Merchandising.

((Spar Middle Wolga - 4. Foto von Website:))







retail branding's coherent Store Design essentially contributed to the successful development of SPAR Supermarkets in Russia.

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