

# Hello!

We are pleased to introduce you *Human Shop*, a new Russian multibrand online store.

Our aim:

- 1) to collect and present the most needed and affordable clothing and accessories labels which are not represented properly at the Russian online retail market;
- 2) to spread them actively through the Russian online-market.

We, the Human Shop owners, realize that the online retail market in Russia has a lack of middle-cost yet high quality clothes and we are ready to fill this gap.

The purchasing power understanding and expenses optimization will help us to provide the best prices for our customers. The fact is we have already released a successful online store Wellies.ru.

What we offer is a new level of customer service quality, access to any possible payment methods, fast and safe delivery and refunding system which

makes us the most client-oriented online store at the local market. Our philosophy is an intelligent friendly shopping.

One of our evident advantages is a maximum user friendly interface and the most attractive visual concept. We guarantee full description such as complete text information, brand info, all possible photo angles (still life and pieces on the models), video presentation etc.

We suggest you all possible ways of promotion and advertising. The fact is we have a lot of connections with different types of media such as glossy magazines (*Elle, Vogue, Harper's Bazaar, Marie Claire, Tatler, Maxim* etc.), fashion blogs, event sources and social network.

Human Shop is a group of professionals full of confidence to create and manage the best online clothes store in Russia.

We are kindly welcoming you to join us!

