



PRIME FASHION GROUP

COMMERCIAL OFFER

FASHION & DESIGN

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ABOUT US

Prime Fashion Group is a Milan based company that brings together members of the fashion, arts, retail and creative industries ecosystem to showcase emerging designers on the global stage. We identify and promote promising talents, creating effective chains of interaction between creative ideas and commercial success.





OUR MISSION

Our mission is to discover these outstanding minds, develop their unique ideas and set them on the path to global recognition. We believe in the power of fresh perspectives, the appeal of new concepts and the transformative magic of artistic expression. We build a vibrant community where fashion and art are seamlessly intertwined, creating a future where every creation is a masterpiece and every designer's voice is heard.





FOCUS ON

Our company is dedicated to the comprehensive development of new designers, teaching them the skills of independence and sustainable development. We provide support in creating and improving collections, establishing production processes and creating an active community around the brand.

Particular attention is paid to promotion on social networks, where we help designers effectively present their work and interact with the audience. We also actively help in finding financing, collaborating with venture funds to provide the necessary financial support.

BUSINESS MODEL // MARKETS

Prime Fashion Group successfully operates in the global market, providing a full range of services as an agent and distributor. We help brands enter new markets, providing promotion and sales management. Thanks to our experience and established relationships with partners around the world, we offer effective solutions for expanding our clients' businesses.

MIDDLE EAST

ASIA

EUROPE

EASTERN EUROPE

NORTH and SOUTH AMERICA



WHAT DO WE DO?

FASHION
DEVELOPMENT

E-COMMERCE

ART & DESIGN

SHOWROOM

CREATIVE &
PRODUCTION
OFFICE

FASHION SMM

EDUCATION

FINANCE



FASHION DEVELOPMENT

When an emerging brand decides to take it to the international level, it is important to have a reliable partner who will provide you with comprehensive support every step of the way.

Prime Fashion Group is exactly the partner your brand needs to reach the top of the fashion industry. We provide comprehensive services for new brands, providing a full cycle from creating a product matrix to developing sales strategies and promoting the brand on the world stage.



RETAIL PLATFORM

In April of the 2025, Prime Fashion Group lunches a new fashion retail platform FE-STAGE designed to improve and promote talented emerging designers.

FE-STAGE is a community of creative minds united by a common passion for fashion and art.

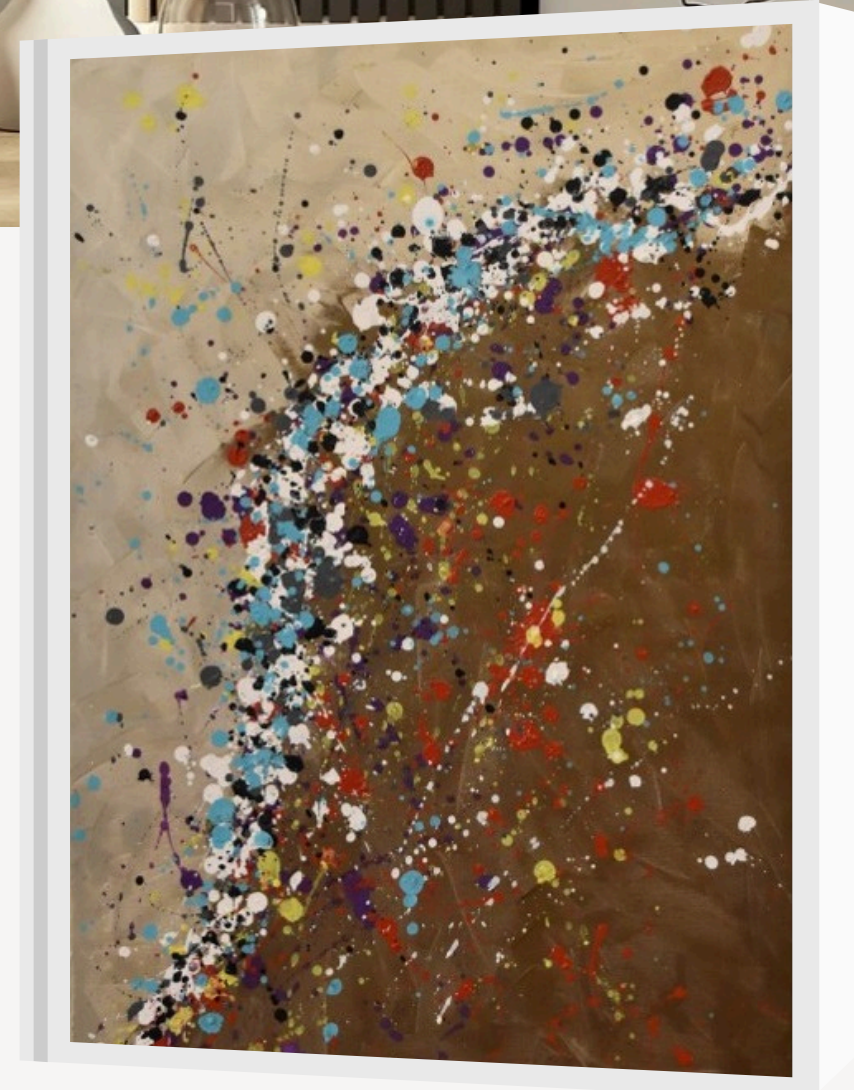
FE-STAGE is committed to discovering European amazing and independent talent from all over the world. We create a space where designers will show their collections and art pieces, but also find support, inspiration and like-minded people. Our platform is a place where new designers can gain exposure, get ideas, and have the opportunity to sell their designs alongside established fashion masters.

FE-STAGE opens the door to a world of opportunity for new designers. Our platform is a chance to express yourself, get support, and realize your wildest ideas. Join us and be part of a revolution in the fashion world!



ART & DESIGN

We strongly believe in the close relationship and symbiosis of fashion and art. Our art team consistently integrate art into the world of fashion, creating unique and multifaceted projects. Our company actively cooperates with art galleries around the world, which allows us to present the works of artists in a new, unusual context. We organize art events and exhibitions and present works of art in our showroom during fashion week. This approach not only highlights the creative side of our work, but also supports artists by providing them a new audiences and opportunities for self-expression. In collaboration with partner PR agencies, we organize art events as part of Milan Fashion and Design Weeks. Our goal is to promote the integration of these two fields, creating new opportunities for artists and designers, as well as enriching the cultural environment around us.



The artwork of the painter Alla Bychkova, RSM, "Alexandra". Canva and oil.

SHOWROOM

Welcome to the Prime Fashion Group showroom in the heart of Paris, on the famous Champs-Élysées! Our luxurious 200 square meter space is designed to let your every collection shine.

In Milan we organize a market days during the MFW in our Milan office in

Elegant Interior

Our showroom combines style and functionality, creating the perfect environment to showcase your products.

Ideal lighting

Good natural and artificial lighting will highlight all the advantages of your collections.

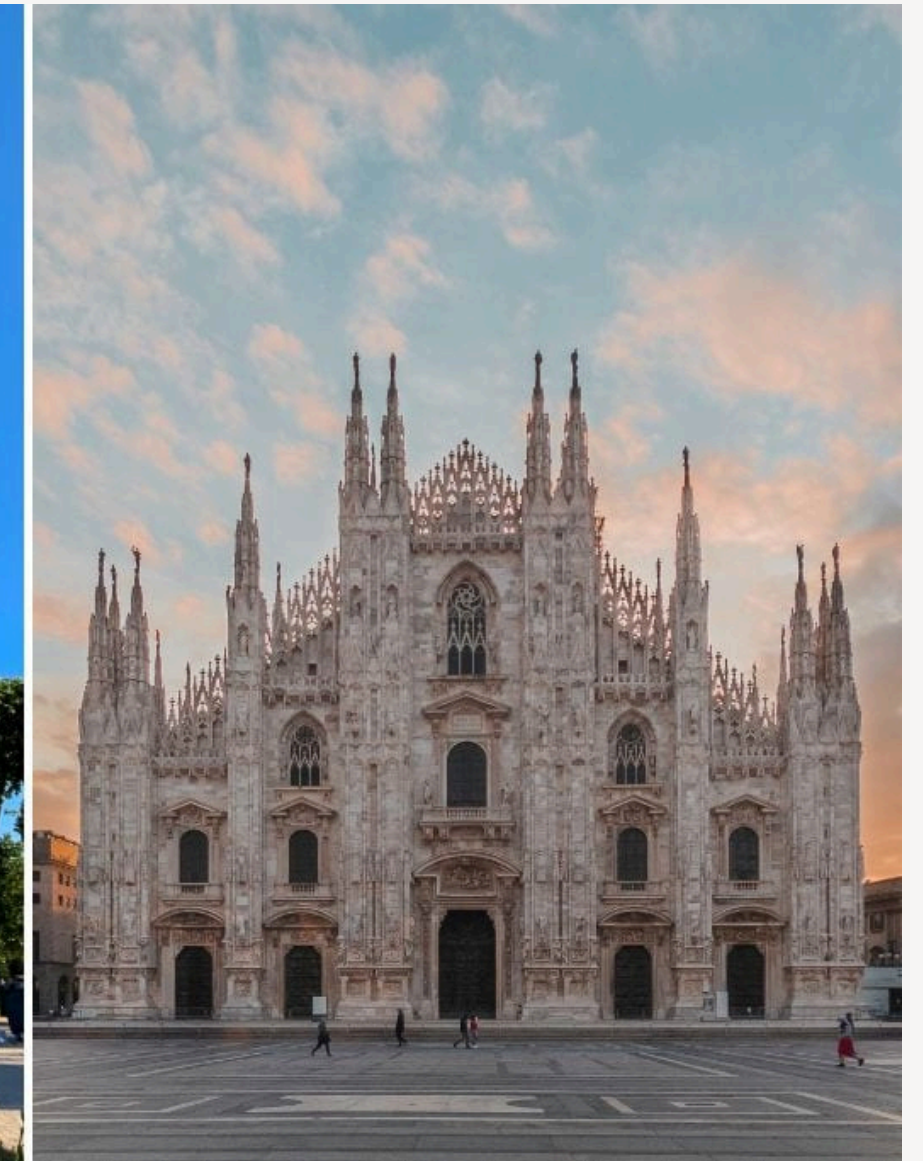
Spaciousness and comfort

High ceilings and spacious rooms provide a comfortable atmosphere for clients and visitors.

Prestigious location

Located on the Champs-Elysees, our showroom will be your best ally in the world of fashion.

Prime Fashion Group is not just a place, it is the embodiment of your success.



PRE-MARKET DAYS CONSULTING

- **Conduct research and profiling of target retailers for each showroom brand.**
- **Reach out to potential buyers and schedule appointments.**
- **Provide four individual consulting sessions per showroom brand, covering:**
 - Brand Mini-Audit
 - Assess areas for improvement before reaching out to buyers.
 - Line Planning: Strategize on merchandising to enhance buyer appeal
 - Sales Materials: Guidance on presenting the collection to buyers, including linesheets, imagery, and press books.
 - Terms & Conditions: Review of delivery and payment terms.
 - Sales Pitch & Differentiation: Tips on crafting an effective sales approach and preparation
 - Pricing & Mark-Up: Advice on competitive pricing and appropriate mark-ups.
 - Follow-Up Strategy: Plan for follow-up after the showroom showcase.

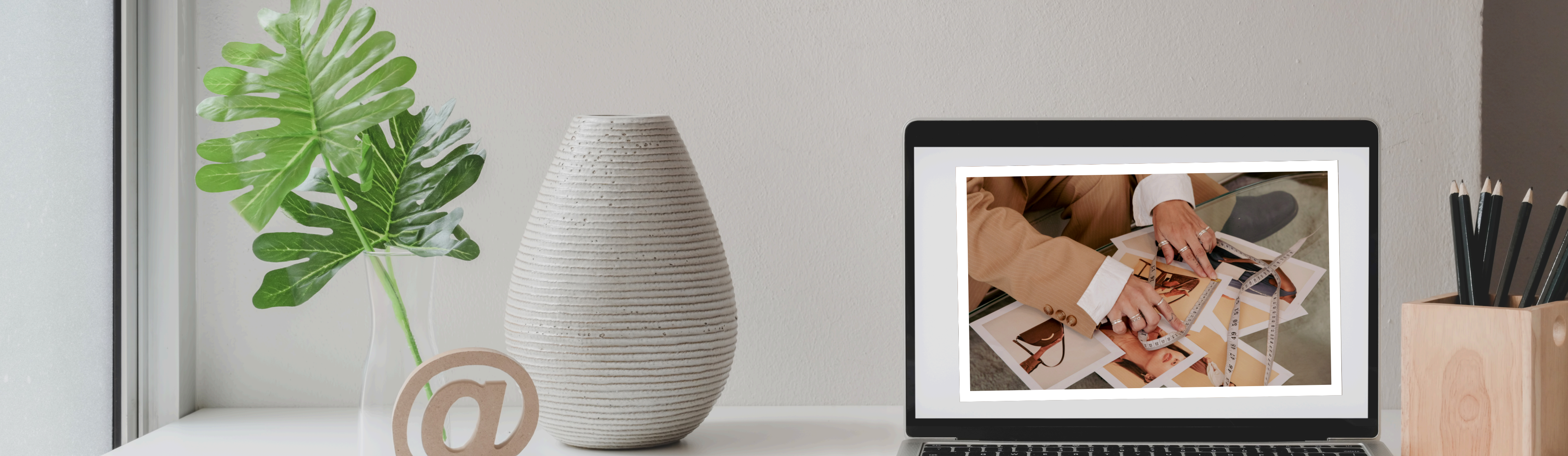
SHOWROOM SEASON

- Host buyer appointments (in-person and virtual) and placing the orders.

POST-SALE

- Prepare a showroom report for each brand and facilitate connections between brands and buyers for continued engagement.





PFG offer a comprehensive suite of social media marketing (SMM) services tailored to your unique needs and expand your presence online. Our team of experts can help you develop a strong social media strategy, create compelling content, manage your accounts, and analyze performance metrics to optimize your campaigns. Specializing in platforms like Facebook, Instagram, TikTok, we tailor our approach to the fashion industry and target audience.

FASHION SMM

- INCREASE BRAND AWARENESS
- BUILD RELATION AND PARTNERSHIPS
- INTERACT WITH THE CUSTOMERS
- EXPEND ONLINE PRESENCE

SEASONAL OFFER

We offer a unique commercial solution that will help your brand reach a new level in the fashion industry. Our offer combines modern technologies, a creative approach and a deep understanding of the fashion market. We create individual strategies that take into account your characteristics and objectives, from increasing online sales to strengthening the brand on the international stage.

Cooperating with us, you get access to consumer preference analytics, high-quality visual content and innovative marketing tools. This allows you to stand out from competitors and build long-term relationships with customers, creating an attractive and memorable image of your brand.



SEASONAL COSTS

PRELIMINARY PRICES ARE GIVEN FOR AN EXAMPLE OF A CLOTHING COLLECTION, APPROXIMATELY 40 UNITS OF SAMPLES FOR 1 SEASON

SHOWROOM SERVICE FEE

- MILAN – 8.000 EUR
- PARIS – 11.000 EUR

ONLINE RETAIL PLATFORM

- onboarding fee – 1500 EUR
- monthly fee – 500 EUR*
- Commission – 30% from RRP

ONLINE B2B PLATFORM

5.500EUR

SMM AND DEVELOPMENT CONSULTING

monthly fee – from 3000 EUR**

COMMISSION B2B SALES 15%

ART & DESIGN

INDIVIDUAL CONDITIONS

PRE-SALES CAMPAIGN
CONSULTING

1.500 EUR

*minimum contract period is 3 months

** minimum contact period is 6 months

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LET'S CONTACT