



PRIME FASHION GROUP

COMPANY PRESENTATION 2024

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 November of 2024, 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.

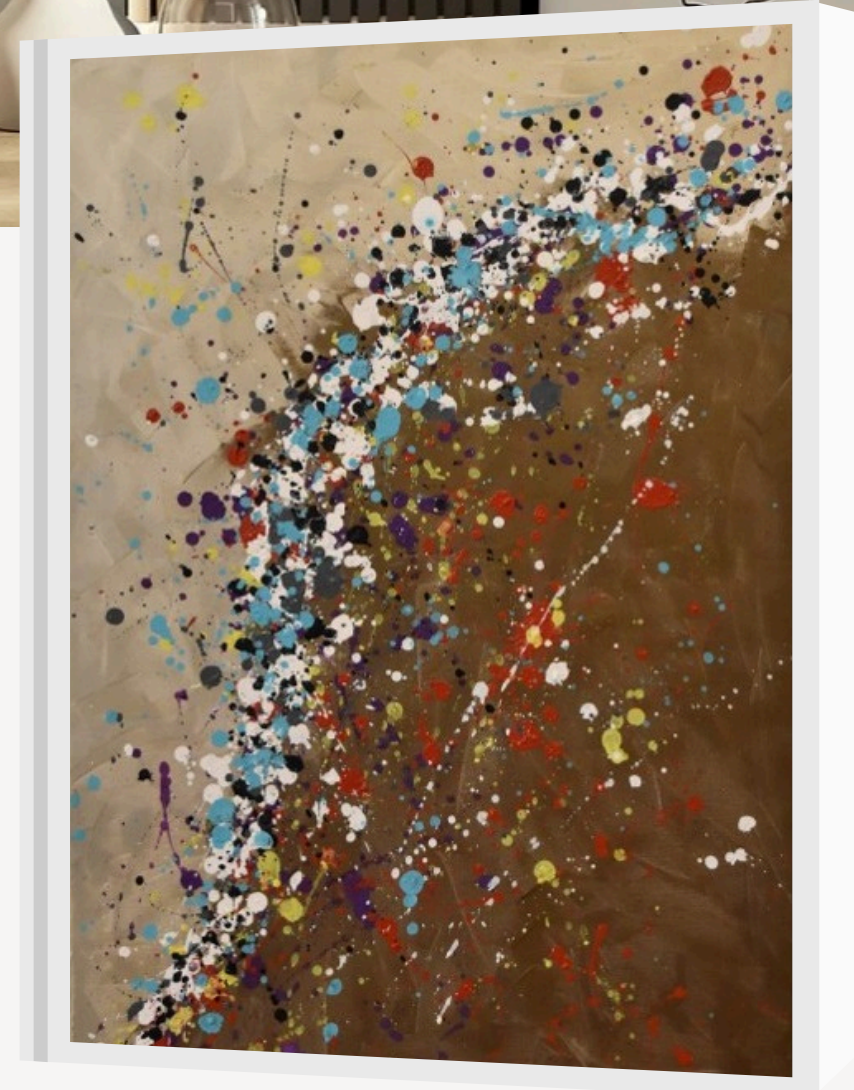
FE-STAGE is committed to discovering European amazing and independent talent from all over the world. We create a space where designers will show their collections and art pieces, but also find support, inspiration and like-minded people. Our platform is a place where new designers can gain exposure,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

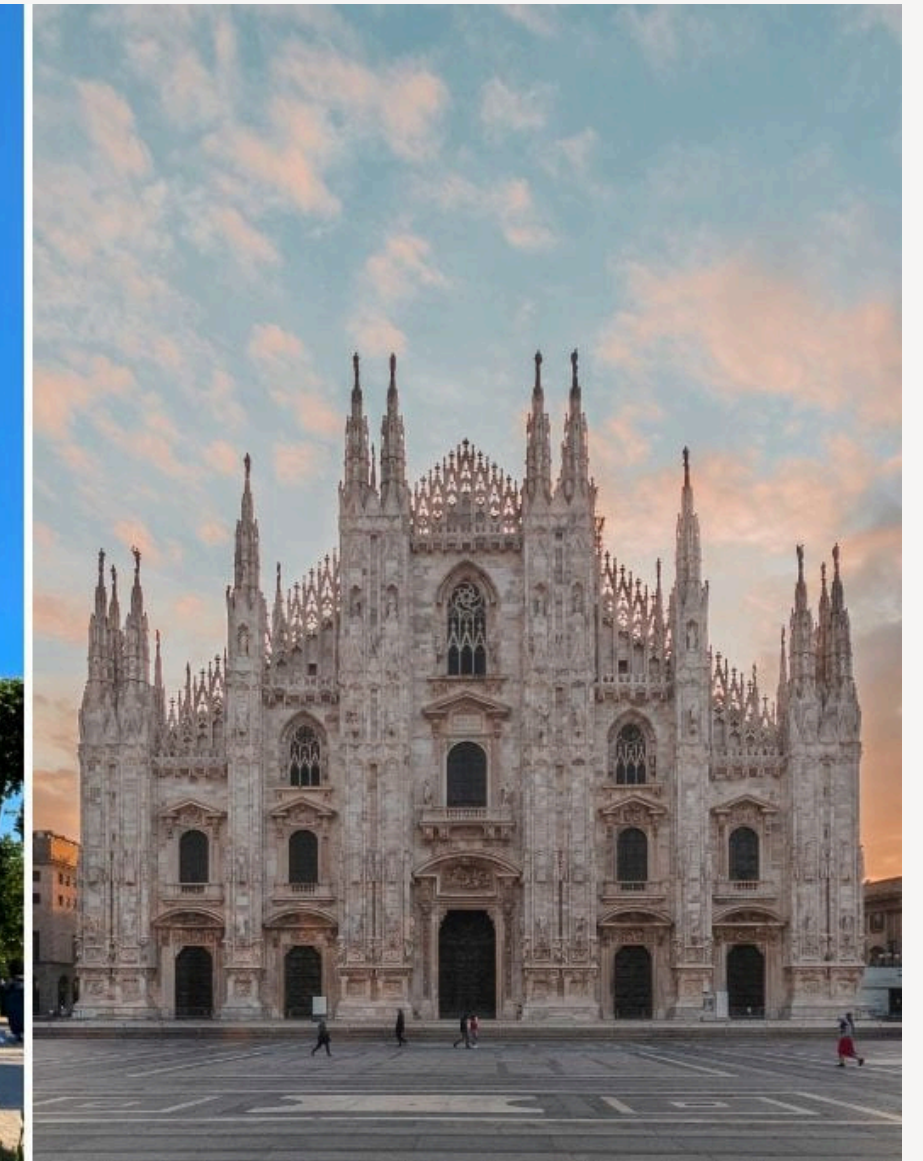
Spaciousness and comfort

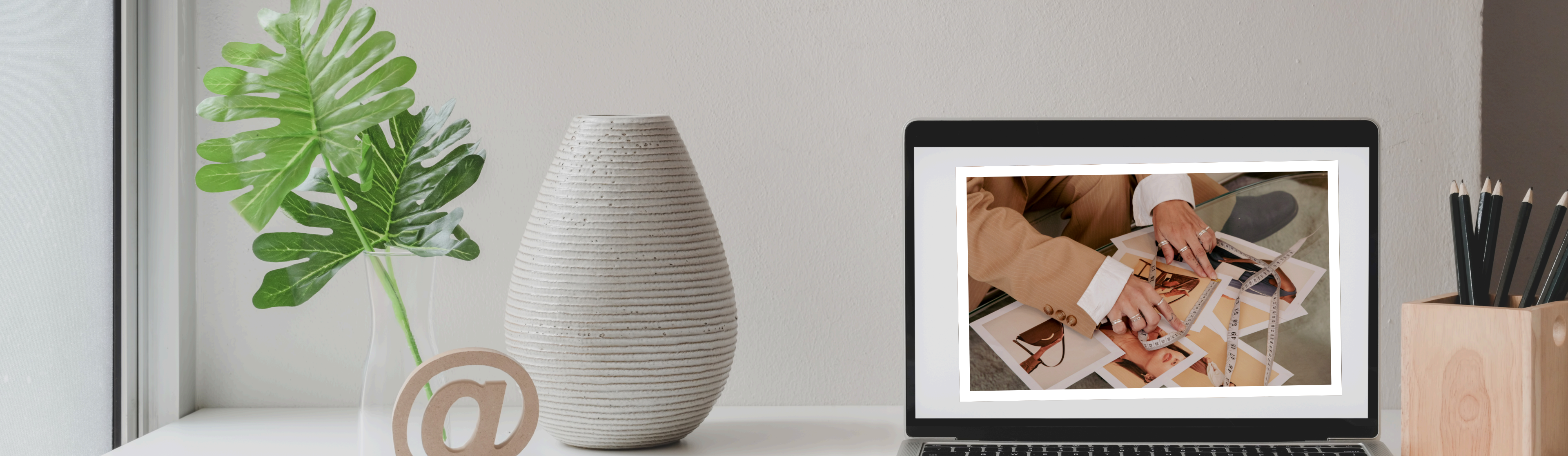
High ceilings and spacious rooms provide a comfortable atmosphere for clients and visitors.

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.





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

CREATIVE & PRODUCTION

If you already have a brand, but you want to scale it or do a global rebranding, or you are just planning to create a new product, the PFG creative office will fully accompany you at all stages and create a commercial model for your business

TREND/MOOD BOARDS
BRAND ANALYTIC
PRODUCTION AUDIT
SALES
BRAND DEVELOPING
PR&MARKETING

Acessorize-se

As estrelas de hoje serão as cores de uma peça estampada. Vamos repeti-las nas cores dos acessórios criando um look cheio de harmonia.

12



Good vibes

A aposta de hoje é em um visual monocromático em tons muito parecidos, sem cortes na silhueta, para um ar bem refinado.

25



Os opostos se atraem

O look de hoje pode ser todo escuro, mas aí você coloca um acessório claro. Ou o look claro com um ponto de cor escuro que também dá certo!



Versatilidade

Selecione uma peça que você use no trabalho e incorpore no look do fim de semana. Ou escolha algo que você use mais nos momentos de lazer e varie juntando ao look de trabalho (vale um acessório, lenço, sapato desde que funcione em seu dress code!).

20



De ponta a ponta

Que tal conectarmos a cor dos sapatos aos nossos acessórios? O look pode ser super neutro, mas esse truque deixa tudo mais interessante, experimente!

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Monocromáticos

Essa harmonia de cores da mesma família fica ainda mais incrível quando misturamos diferentes texturas e materiais! Vamos praticar?!





EDUCATION & MENTORING



Fashion Business Education is a special project of the Prime Fashion Group. Our three-month online course consists of nine carefully designed modules, each covering key aspects of building and growing a fashion business. Seminars and online forums are regularly held, which allows you to always keep abreast of the latest trends and get answers to your questions

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