

? ?????? ? ??????????? ?????? ◆?????????????????◆ ?????????? ???? ?????? ?????? ??????  
????????????? ?????? ◆????????????? 2009◆. ?????????? ?????? ?????? ??????  
◆????????? ◆, ?????? - ?????????? ?????????? ?????????? ???????????. <p>?????????  
????? ?????? ◆????? ? ?????? ◆ ?????????? 2008 ??? ?????????? ??????  
?????. ???◆ ??? ?????????? ?????????? ? 301 ?? 380 - ?? ??? +26 %; ??? 92  
????? 84 ?????? ?????????? ?????????? - ?? ??? +10 %;◆ ?????????? ????? ?  
????? ?????? ?????? 18 170 ?? 33 631 - ?? ??? +85 %. ?? ?????? ??????????◆  
????????? ?????? ?????? ??????, ?????? ?????????? ?????? ?????, ?????? ?????? ???? ????  
????????? ?????? ? ?? ?????? ??????, ??? ? ?????? ????? - ?????? 12 ??? . ?????.</p>  
<p>????????? ?????? ?????????? ?????????? ? ??????, ?????????? ?????? ?????????? ?, ???  
????? ?????? ?????????? ?????????? ? ?????? 90-? ???, ? ?????? ??????  
????? 380 ?????????? ? ??????. ?????????? ?????????? ??? ?????? ? 92 ??????  
? ?????? ?????? ???????. ?????????? ?????? ?????????? ?????????? ?????????? ??????  
?? ???????, ? ?????? ?????? ?????? ?????? ??? ?? ?????? ?? ?????? ?? ?????????? ?, ???  
????? ?? ?????? ???????.</p> <p>? ?????? ?????? ?????? ?????? ?????? ??????  
????? ?????? ??????: <strong>????????? ?????? (<strong>?????????, ???-???  
?.?.<strong>), ?????? (<strong>?????????, ?????? - ??????, ?????? - ??????,  
????? - ??????, "?????" ?????? - ??? ???, ???, ?????????? ?????????? ?,  
?????), <strong>????? ??? ?????????? (<strong>????????? ? ??????,  
????????? ??????, ?????????? ?????????? ??????, ??????, ?????????? ?????? ??????),  
<strong>????????? </strong>(??????????, ??????????, ?????????? ??????????)  
<strong>????? ??? ?????? </strong>(??????, ??????????, ?????????? ??????,  
????????? ??????, ?????????? ??????), <strong>????????? (<strong>?????,  
?????????, ??????????), <strong>????? (<strong>????????? ??????,  
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◆????????? 2009◆, ?????? ?????????? ?????????? ?, ?????? ??????, ??????,  
?? ◆????? ?? ?????????? ?????????? ?, ??????-?? ?????? ?????? ??????  
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?????, ? ?????????? ??? ?????????? ?????? ?????? ?? ?????????? ??????, ??????  
◆????????? -2009◆ ?????? ???????.</p> <p>???, ??? ?????????? ??????  
????????? ?????? ?. ???????, ???, ?????????? ?? ????. ??? ??? ??????, ???  
????????? ? ???, ??? ?????????? ?????? ?????????? ?????? ?????? (????? 20  
?????-?????????) ? ?????? ?????? ??? ?????????? . ??? ?????????? ?? ??????,  
?? ?? ??? ?????? ?? ??? ??? ?????? ?????? ?????? ??????, ??? ?? ??????  
???? ?? ?????? ?????????? ?????? ? ?????? ?????? ?? ?????? ?????? ? ??????.</p>  
<p>????? ??????, ?????? ?????? ?????????? ? ?????????? ?????? ?????????? ??????  
????????? ??????, ?????? ?????? ?????? ??????, ?????????? ?????? ?? ?? ◆?????????  
2009◆ ?????????? ?????? ? ??? ?????? ?????? ? ?? ?????? ?????? ??? ??????????  
????????? ?????? ?? ?????????? ?????? ?????? ?????: ??? ?????????? ?????? ???-?????  
????????? ?????? ?????????? ?????? ??????.</p> <p><a  
href="http://www.franchising.org.ua/local/franchise/jhiva.pdf" target="\_blank">  
/></a><strong>???. ◆????????? ??? ◆?????◆ (??  
◆</strong><strong>JHIVA</strong><strong>◆)</strong>, ?????? ??????????????  
????????????? ?????? ◆ ISF.◆ ?? ◆JHIVA◆ ??? ??? ?????????? ??????????  
????????? ?????????????? ?????? ?????? ?? ?????????????? ??????????????, ??????  
????? ??? ?????????????? ? 2008 ????. ? ???? ?? ??? ?????????? ?????? ??????  
????????????? ???????????.</p> <p>?? ?????????? ?? 2008 ??? ?????? ◆?????????  
?? ◆JHIVA◆◆ ?????????? ??? ?????????????? ?? 4 ?????????? ?????? 1  
?????????????, ? 2009 ??? ???. ?????? 6 ?????????? ?? 3 ??????????????  
??????. ?????????????? ?????? ?????? ?????????? ?? ??????. ?????????? ??????????  
(????????????? ???) ????? ????. ?????? ?? ?????? ?????, ?????? ??????????????  
????? - ?? 100 ????. ???, ?????? - 0. ??? ?????????? 4-8 ????. ??? ??????????  
????????? - 3 ????. ?????????? ?????????? ?? ?????? - 4 ??????. ?????????? ?  
????????? - 50 -100 ????. ?????????? ?? ??????: ?????????? ?? ?????? 100 ????. ????. ????  
????? ?????????? ?? ?????????????? ??????????: ?????????? ??? ?? ??????????????  
?????, ??? ??????, ??? ?????? ?????? ?????? ??????. ?? ?????????????? (??  
????????????? ????) ?????????? ?????? ??????, ??????????, ??????????  
?????????, ?????????? ?? ?????????? ?????? ?????? ?????????? ??????????, ?????? ??????????  
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?? ??????: 30% ????? - ?????? ?? ????? ??????, ?????????? ?????? - ?? ?????????? 3  
????? ?? ??? ?????? ?????? ?????? ?????? ?????? ???????????.</p> <p>  
/><strong>???. </strong><strong>"????? ??????"</strong>.  
????????? ?????????????? ?? ?????? ?????? ◆? ?????????? ?????????????? ?  
????????????? ??? ?????? ?????? ?? ?????? ??????????◆, ???, ?? ?????? ??????????????  
?????????, ◆????????? ?????????????? ?????????????? ?????????????? ? ?????? ??????????????  
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????????? ?????? ?????? ???????. ?????? ?????????????? ?????? - ?????? ? ??????.</p>  
<p>????????? ?? "????? ??????<strong>" </strong>????????? ??????????, ??????  
?????, ?????????? ?????? ?? ?????? ?????? ?????? ??????????. ??? ?????? ??????????????  
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????? ?????? ?????? ?????? ??????:<strong> </strong>????????? ?????????? ??????????  
????? ?????? 50 ??., ?????? ???, ?????????? ??? ? ??????, ?????????? ??????????  
?? ?????? ?????? ?????? ?????? ?????? ?????????? ?????? ??????, ? ?????? ?????? ?????? ??  
?????????. ?????????? ?????? ?? ?????? ?????????? ?????? ???????. ◆????? ??????????  
????? (?????????).◆ ?????? ?????? ?? ??? 3-? ?. (?????????). ?????????? ?  
????????? ?????????????? ? ?????? ??????:◆ ?????? ?????? ?????????? ?????????? ????  
????? 50 ??.; ??? ???? ?????? (?????????); ?????????? ? ?????????? ?????? ????  
??, ?????? ??????????, ?????????? ?????, ?????? ?????? ??????, ?????? ?????????? ?? ??????  
3-? ?, ?????? ?????? ??????. ??? ?????????? ?????????? ?????????? ?????? ?????? ??

???? ??????????? ? ?????????????? ?????????? ???????, ?????? ?????? ??????????, ?????? ?????? ???????????, ??????  
????????? ??????????. ?????? ??????????: ?????? 10 000 ?.?. ??? ?????????? ???????????  
????????? ◆1000 ? 1 ??????◆ ; ?????? 20 000 ?.?. ??? ?????????? ??????????? ??????????  
◆????? ?????????? ◆;◆ ?????? ?????????? ??? ?????? ?????? ?????? ?????? ?????? ??  
50 ?.?. ? ?????????? ?????????? ?????????? ?????????? ?????? ??????. ?? 1 000 ?? 3 000  
.?. - ?? ??????, ?????? ?????? ?????? ?? ?????? ?????? ?????? ? ?????? ?????? ??????????  
(??????, ?????, ?????, ?????, ????? ? ?????? ?????? ??????). ??????????????  
?????? ?????? ?? ?????? ?????? ??????.</p> <p>?? ?????? ?????? ?????? ??????????  
????? ?????????? ?????? ?????? ?????? ?????? ?????????? ?????? ?????? ??????  
?????:◆ Sela<strong>, </strong>MORGAN,<strong> </strong><strong><a  
href="http://www.sellbrand.com.ua/user/account.php?area=public&action=fr\_view&fid=28&uid=24"></a></strong>Columbia, "EUROMODA collection London", Gregory Arber , "Premaman",  
VDOne, Mirtillo, FINN FLARE, Dan Mark, Dan Mark kids, REPUBLIK UNION, ?? NAFNAF,  
"?????????", Rikki-Tikki<strong>, </strong>STELLA DUE GI, GLANCE. ? ???◆ ??????  
????? ??? ???????, ?????? ?????? ?????? ?????????? ??? ?????? ?? ???  
?????.</p> <p>? ??? ?????? ? ?????????? ?????????? ?????????? ? ?????? ?? ?????? ?  
????????? ?????????? ? fashion ??????, ?????????? ??????, ???, ? ????????,  
????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ◆ ?????? ??? ??????  
????? ?? ?????? ?????? ??? ?????????? ?????? ?????? ?????? ?????? ?????? ?????? ??????  
??????, ??????????◆ ??? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?? ??  
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????? ??????, ??? ?????????????? ?? ?????? ?????? ??????.</p> <p>?????????  
?????</p> <p><span style="font-size: 8pt;"><strong>?????. ???.</strong></span></p>