

<p>????????? ♦ ?????????? ?????????????????????? ?????????? Synovate ?????????????? ???????
?? ?????????????? ????, ?????????? ?????? ?????? ?????? ??????.</p> ?????????? ??????
???????????, ??? ? ?????????? ?????? ?????????? ?????????? ?????????? ?????????? ??????
?????????, ?? ?????????? 17% ?????, ?????? ?????? ?????? ?? ?????♦ ????. <p>?????????
?? ?????? Synovate ??? ?????????????? ??? ??????♦ (Jill Telford), ???????, ??? ?
????? ?????? ?????????? ?????????? ?????? ?????? ?????? ?????: "????????? ??
?? ??????, ??? ?????????? ?? ?????? ? ?????????? ?????? ?????????? ?????????? ?????? ?,
?????.. ?? ?????? ?? ?????? ?? ??????????... ?????????? ?????? ?????????? ?????????? ??????♦
??? ??????, ?????? ?????????? ?????? ?????? ?????? ?????? ?????? ?????...</p>
<p>"???????, ??????? ?????????? ?????? ??? ? ??? ?????? ?????? ?????? ?????? ???????. ??????
????????? ????, ???????, ???????, ?????? ??? ? ?? ?????, ? ? ?????, ??? ?????, ??
?????? ?????, ?????????? ?????????????? ??? ?????? ?????? ? ????? - ????????, ??????????
?????. ?????????? ?????????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ? ??????
????????????? ??? ??????♦</p> <p>????? ?????????? Synovate ??????????????
????? ?????? ????, ?????????? ???????, ?????????????? ?????? ?????? ?????? ?????? ???????.
?? ?????? ????????, ??? ?????? ?????? ?????? ?????? ?????? ?????? ??? ? ??? ??????????
????????? ? ??? ??? ?????? ?????? Synovate ???????♦ 8,100 ?????????????? ??
11 ??????.</p> <p>????? ? ??????</p> <p>?? ?????? ??????♦ ???
????????? ?????? ??? ?????? ??? ??????♦ ??? ?????? 47% ?????????? ?? 11 ??????
???????, ??? ?????????? ?????? ? ?????? 34% ?????? ?? ?? ?????? ??? ?????? ?
18%♦ ?????????? ???????.</p> <p>????????? ?????????? ?????????? ?????????? ?
????????? ? ??????, ??? ?????? ??????, ??? ???, ?????????????? ??????, ???
????????? ?????? ?????? (? ?????? ??? ♦ ?????? ?????? ?????? ??????). ??????
????????? ??????, (79%), ?? ??? ?????? ?????? (68%) ? ?????? (58%).</p>
<p>???????, ??? ??? ?????????? ?????? ??? ?????? - ?????? ??? ??????????????
????? ? ?? ???????. ?????? ?????????? ?????? (51%), ?? ??? ?????? ?????? ??????
(47%) ? ?????????? (46%).</p> <p>????? ??????????:"????????? ?
????????????? ??? ? ??????♦ ??? ?????? ?????? ?? ?????????? ??????, ??? ??????
"</p> <p>????? ?????????? ?????? ? ?????? ?????????? ?????? ?????? ??? (Salina Cheng)
?????????:" ? ?????? ?????? ?????? ?????????? ?????????? ?????? ???????, ??
?? ???-???, ??? ?????? ?????? ??????, ??? ??? ?????? ?????? ??????????
????? ????"</p> <p>?? ???? ?????????? ??? ?????? ??????</p>
<p>?? ?? ?????????? ??? ?????? ?????????? ?????????? ?????????? ?????????? ??
????????? ??? ?????? ?????? ?????? ?????????? ?????????? ??? ?????? ??? ??????
????????? ?????? ????:</p> <p>1.♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦? ??? ??, ? ???????, ??? ?
?????????♦ ? ??? ?????????? ?????? 28% ?? 11 ??????. ??????
♦????????? ??? (45%) ? ?????????? (44%).</p> <p>2.♦♦♦♦♦♦♦♦♦♦♦♦♦♦?
♦????????? ??? ?????? ???? 27%. ?????? ?????????? ?????????? (35%), ??
?? ?????? ??? ? ?????? (?? 32%).</p> <p>3.♦♦♦♦♦♦♦♦♦? ???
?????♦ 14%. ?? ?????? ?????? (28%), ?? ??? ?????? ?????? ? ??????
(20%)</p> <p>????? ??????:"???? ? ?????????? ?? ?????? ?????? ??????
??????, ??? ? ???, ? ???? ??? ? ??? ???????????. ???????, ?????? ??????
????? ??? ?????? ?????? ??????♦ ??? ???????????:♦ ??? ?????? ?????? ?????? ??????
????? ?????? ????♦ ??? ?????? ?????? ? ?????????? ? ?????????? ?????? ??????

????????? ?? ?????????? ? ?????????? ????????????, ?????? ??? Louis Vuitton ? Chanel.
??????????, ??? ??? ?????????? ??????, ? ??? ?????? ?? ????????.</p> <p>????
????? ?? ?????? ???????...</p> <p>? ??? ?????????????? Synovate ??????
????? ? ?????, ????? ??? ????? ??????? ?????? ??? ?? ?????????? ? ??????????
??????????????, ??? ?? ?????? ?? ??????? ?? ?????????? ??????????. ?????? ?????? ??????
?????????????? ?????????? ??????????:</p> <p>1.♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ 31% ??
????? ??????. ??????? ?????????? ?????????? (57%). ?? ??? ?????? ??? ♦(51%) ? ??????
♦(50%)</p> <p>2.♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ 11%. ??????? ??????????
?????? (28%), ?? ??? ?????? ??????.</p> <p>3.♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ 20%
????? 11%. ?? ?????? ?????? ?????♦ (25%)</p> <p>4.♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦
????????? ?????? ♦ 11%. ?? ?????? ?????♦ - ??????? ? ?????? (?? 20%)</p>
<p>????? ?? ??????? ?????????: " ??????♦ ?????????? ?????????? ?????? ??????
?????????? ?? ?????? ??????, ????????. ? ??????? ?????????? ?????????? ?????? ??????
????? ??? ?????????? ? ?????????? ?????? ?????? ??????♦</p> <p>????? ??????????
?????:</p> <p>♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ 15%. ?? ??? ?????? ?????? (13%)</p> <p>♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦
13% ??????? ??????? ??????? ?????????? ?????? ??? ♦ ?????? ??? ??????</p>
<p>♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦♦ 22% ?????????? ??????: ♦? ?? ?? ?????? ?????? ??
??????????, ??? ??????? ?? ??, ??? ♦????? ?? ?????? ?? ?????? ?? ??????????♦.</p>
<p>??????, ?????????? ? ?????????????, ?????? ?????? ?????? ?????? ?????? ? ???,
?????: ♦? ?????? - ?????????? ?????? ?????? ?????????? ?????????? ?????? ?????, ??????
?? ??????????????. ??? ?? ?????? ??????????♦ ???? ?????? ?????? ?????????? ??
????????? ?????? ? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ??????, ??????, ???
????? ?? ??????, ??? ?????? ?????? ?????????? ?? ???????????????.♦</p>
<p>????????? ?????????? ?????????? ??????</p> <p>????? ???
????? ? ?????? ?????? ?????? ???, 70% ?????? ?????? ??????, ??? ?????? ??
????? ?????? ??????, ?? ?????????? 49% ?????????? ? ?????? ?????? ??????.</p>
<p>???? (????????? ?????????? ?????? Synovate ??????) ??????: "??????
????????? ?????? ?? ?????? ?????????? ??? ?? ?????? ?????? ??????♦ ?????? ?? ??????
????? ???, ??? ?????? ?????? ??????♦</p> <p>"?????, ?????????? ??????????, ???
????? ??, ??? ?????? ??????, ?? ?? ?????? ??? ?????? ?????? ?????? ?????? ?????? ??????♦
????? ???, ??? ?????? ♦ ???, ???-????, ?????? ?????, ? ???? ?? ?????? ??????
????????? ?????? ?????? ?????? ??????. ??? ?????? ?????? ?????? ?????? ?????? ??????,
????????? ??? ?????? ?????? ?????? ???, ?? ?????? ?????? ?????? ?????????? ??????, ???
????????, ??? ?? ??????????, ?????????? ???, ?????????? ?????? ?????? ?????? ?????? ?????."</p> <p>?????
????????? ?????? ?????? ?????? ??????, ?????????? ?? ?? ?????? ?????? ?? ?????? ??? ??????????
????????? ?????? ???, ???????, ♦????????? ?????? ?????? ??????????</p> <p>?????
????????????? ?????? ?????? ?????? ?????? ?????? ?????? ??????: ♦? ?????? ??? ??????????????
? ?????? ?????? ??? ?????? ?????? ???♦ ?????? ?????? ??????♦ ?????? 28%
?????????. ?????? ?????? ?????? ??????, ??? 29% (?? 10% ?????? ??? ?? ?????? ???)
????? ♦????? ?? ?????? ?????? ? ?????? ??????; ??? ??? ?? ?????? ?????? ?????? ???, ??
?????♦.</p> <p>???? ??????, ??? ? ?????? ?????? ?????? ?????? ?????? ?????? ??????
????? ???????. ♦????? ?????? ?????????? ? ?????? ?????????? ?????? ?????? ??????
????????? ??????, ?? ??? ?? ?????????? ?? ?? ?????? ?????? ?????? ?????? ??????
??-??, ??? ?? ??????????, ??? ?????? ??????, ??? ?????? ?????, ?????? ?????? ??????
??????. ?????????? ??????, ??? ? ??? ?????? ?????? ?????? ?????? ?????? ??????, ???

?? ??? ??????????? ??????? ???????.

</p> <p>?????????? ??????? ???
????????? ? ??????? ??????? ???</p> <p>?????????? ??????????? ?
????????? (61%) ??????? ? ??????? ? ??????? ??????? ??? ?? ??????? ?
?????????? ???????, ?? ??????? ? 48% ????? ?? ??? ?????</p> <p>" ???
?????????? ??????? - ??? ?????, ??????? ???♦ ???????, ??????
????????? ??????????? ? ??? ? ??????? ??????? ???????, ? ???????, ? ??????? ???????
????????? ? ???????????, ??????????? ???????????,♦ ??????? ????.</p> <p>?????? ?
????????? ??????????? ??????? ? ??????? ??????? ??????? ? ??????? ? ??????? . 66%
?????????? ???????, ??? ?? ??? ????? ??????? ? ????????.</p> <p>???? ????????:
"?????? ♦ ??? ??????? ???????, ? ??????? ♦ ??? ???♦ ?? ?????? ???????????
?????????????. ?????? ??????? ??? ♦ ??? ??? ??????? ??? ♦ ?????? ???????
???????? ?? ???, ??????? ?? ?????, ? ?????? ??????? ??????? ??????? ?? ??????? ?
?????????, ??????? ??????? ??? ??????? ? ??????? ??????? ?? ??? ?????? ???????
???????"</p> <p>?????? ??? ?? ??? ???????, ?? ??? ????? ??????? ? ? ???????????
?????. 34% ??????? ???????, ??? ??????? ??????? ?? ??????? ? ??????? ???????,
??????♦ ? ??? ??????? ??????? ????. ??? ?? 14% ??????, ??? ? ???♦.</p> <p><span
style="font-size: 8pt;">???????: http://www.sostav.ru</p>