????????? ???????????? ?????? ?? ???????? ?????? ?????? (EFTEC), ???????????-???????? Collection Premiere Moscow ???????? ?????? ????????? ????????????? ?????????? ? ????????? ??????????? ????? ? 2012 ???? ????????? ?????? ?????? ? ??????? ???????? 38 ?????????? ????, ? ??? ????? ?????? ???????.
 <table border="0" width="300"> <tr> <td align="center">
??????? ???????, ??????, ??????</td> </tr> </table>

??? ? 2009 ???? ???????? ????????? ? ??????? ??????? ???????????? ???????? ?? ?????????? ????? ?????? ?????? ?? ???? ????? ?????????. ?? ??????????? ???????????? ???????? ???? CPM-Collection Premiere Moscow ?????? ??????????? ???????? ???? ????????????? ??????????. ?? ?????? ???????????? ?????? ?? ???????? ?????? ?????? (EFTEC) ???????? ?????????? 2009 ???? ????? ??????? ?????? ?????? ?? 20-40%, ???????? ?????????? ??????? ?????/???? ?? 25% ? ?????????? ??????? ???????????? ???? ?? 70%-??? ?????? ? ????????? ?????????.

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??????? ????????? ?????? ?????? ??????????, ?????? ?????, ?? ?????? ??????, ?? ???????? ??????????? ?? ?????. ?? ??? ?? ?????? ?????? ????????? ????? ?????? ???????? ???????? ????????: ??????????? Kookai ? ? ???????? ? ??????????? Diesel. ?????????? ?????? ? ???? ????????? ?????? ?????? ?????, ??????????? ????????? Sminex. ???????? ????????????? ??????? Stella McCartney ? Alexander McQueen ? ??????, Hugo Boss ? Escada ? ?????-?????????? ????? ????? ???????? ? ????, ??? ????? ????????? ? ??????. ?? ?????? ?????????? ??????????? ????????? ?????, ? ??????? ????????? 2009 ???? ????? ????????? ???????? ????? ?? 8%.

?????? ?????????? ????? ? ???????????? ?????????? ??????? ? ?????? 2010 ???? ????????? ????????? ?? ??????? ??????????? ? ???????. ????? ?? ?????? ???????? ???????? ???????? ?????????? ????? ? ???????????? ?????? ?? ???????. ???? ?? ?????? 2009 ???? ??? ???? ???????? ????? ????? 5%, ? ?????? 2010 ???? ????? ???? ???????? ? ????????? 57%! ???????????? ???????? Esper Group ???????, ??? ?????? ????? ?????? ? ?????? ???????? 2010 ???? ???????? 10,8 ???? ????. ???????? ???? ?????????? ??????????? ?????????. ???????????? ????? ?? ??????? ???????????, ????????? ????? ???????? ???????? ????????? ? ????????-??????? ??????. ? ???? ?? ? ???? ???? ?? ?????????? ????? ?????? ????????? ??????? ???????. ????????, Manolo Blahnik, <a class="tag"

href="http://ru.fashionmag.com/tags-Coach-Inc">Coach, UGG Australia, EMU ? American Apparel.

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?????? ?????????? ????? ???????, ??? ??????? ? ???????? ???? ???????? 11% ?? ????????? ? ??????? ?? 2008 ???. ????? ?????? ?????? ?????? WWD (Women's Wear Daily), ???????? ?????? ?? ??????? ????? ? ?????? ?????? ????? ?????? ????????????? ??????. ??????? ????? ?? ???????????????? ??? ????????? ?????? ??????. ? ???????? ?????? ????????.

?? ??????? ????????? ?? WWD ?????????? ?????????? ? ????? ???????? ?????????? ?? ?????????? ????? ????? ???????? ??????, ???????????? ???????????? ? ?????? ?????? ?? ????????????? ?????. ???????? ????? ??????? ???????? ????????? ?????????? ????? H&M, River Island, New Look, Bon Bon Lingerie, Miss Selfridge, Uniqlo.

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???????? ?????? ?????????? ????????? ????????? ???????? ? ???, ??? ? 2010 ???? ???????? ?????? ?????????? ?????????? ? ????? ???-??? ???? ????? ???????? ? ??????? ????????. ???? ? ?????????? ????????? ???? ?? ????? ???? 10% ? ???. ?????? ??? ???????? ?????????? ??????? ???????????, ?????????, ????????, ? ?????? ??????? ???? ?????? ?????????? ?? ????? 5%.

? Esper Group ????????, ??? ??????? ????? ????? ?????????? ????? ??????? ??????. ? ??? ??????? ??????? ???? ??? ?????? ? ?????????. ???? ??????? ?????? ? ????????? ?????? ????? ?????????? ???????????????? ???? ???????.

?? ?????? ????????? ??????? (EFTEC), ???????? ?????????? ??????? ?? ?????? ??? ?????????? ? ???????????? ????, ?? ????? ? ??? ?????????? ???????, ?????????? ? ??????? ??????? ???????? ?upper-to-high? ? ?premium-to-luxury?. ??? ????????? ??? ?????????? ? D&G. ??????? ? ?????? ???????? ????? ??????? ? ???? ???????????? ????? Dolce&Gabanna, ?????????? ??????? ? 1085 ?????????? ??????. ?? ????????????? ????????? ???????? ???????? ?????? ? ??????? ??????? ???????, ??? ??????? ?????????? ????? ????? ????????? ????????????? ? ????. ????????: FG.RU