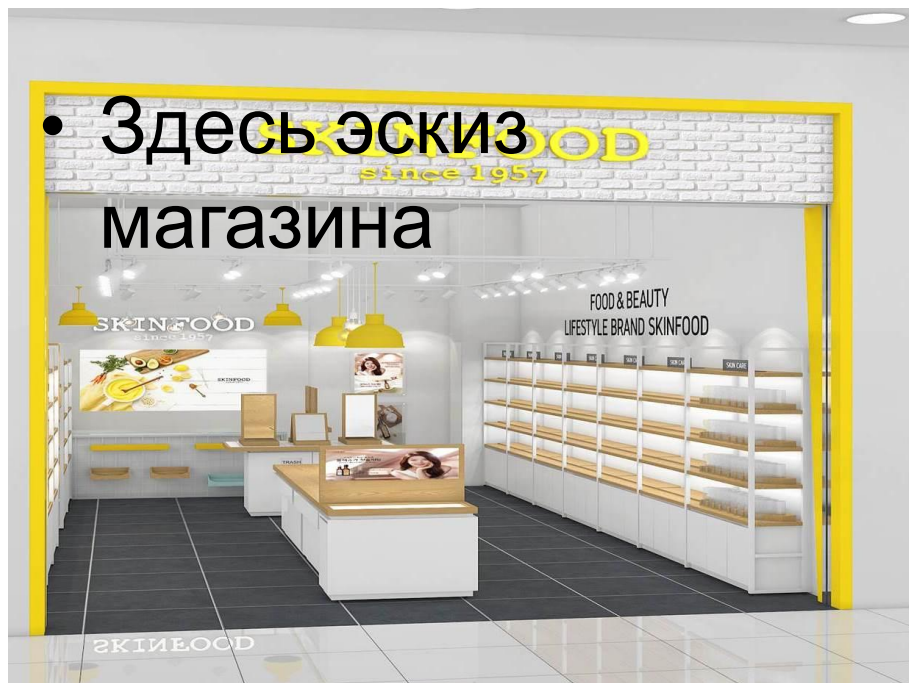


КОРЕЙСКАЯ
• **MYSKIN** •
КОСМЕТИКА

- Новый формат магазинов корейской косметики:
- косметика, которую покупают/которая продается
 - лучшее сочетание цены и качества
 - запоминающийся фирменный стиль



- Лучшие бренды в одном месте(магазине)
- Masstige – новое слово на рынке косметики!
(массовый люкс – теперь не нужно выбирать между ценой и качеством)
- Мы создаем тренды.

- 1) Гайдлайны по логотипу(использование фирменного стиля и лого)
- 2) дизайн
- 3) маркетинг
- 4) Система лояльности программы «MYSKIN »
- 5)рекомендации по продвижению
- 6)маркетинговые акции
- 7)мерчендайзинг
- 8)персонал. Стандарты продаж
- 9)техническое оснащение, стандарты мебели



о бренде



- **MYSKIN** • это магазин в котором мы смогли собрать лучшие корейские бренды.
- **MYSKIN** • это магазин из которого невозможно уйти без покупки - MASSTIGE – новая эра товаров на косметическом рынке
- **MYSKIN** • это гарантия качества – от официального поставщика

Фирменный стиль NATURAL + FRESH + хай-тек ИЗЮМИНКА

МАРКЕТИНГ И PR-кампании

Программа лояльности: 2 вида дисконтных карт

- 5% скидка при сумме накоплений до 10.000 Р
- 10% скидка при сумме покупок 10.000 Р

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a natural, organic feel. The leaves are arranged in a circular pattern around the central color patch.

50% CMYK
100% Y
PANTONE®
Greenery
12-0345

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a natural, organic feel. The leaves are arranged in a circular pattern around the central color patch.

50% CMYK
100% Y
PANTONE®
Greenery
12-0345



Color of
2017
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE-
Greenery
16-5543



Color of
2017
PANTONE-
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
16-0343



Color of
2017
PANTONE®
Greenery
16-0343



Color of
2017
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
12-0345



Color of
2017
PANTONE®
Greenery
12-0345



Color of
2017
PANTONE®
Greenery
16-0343



Color of
2017
PANTONE®
Greenery
16-0343



Color of
2017
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
16-5543

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular box with a white border, containing the text 'PANTONE- Greenery 12-0345' in a bold, sans-serif font. The background of the entire image is a vibrant, layered pattern of green leaves, with some leaves appearing more prominent than others, creating a sense of depth and texture. The leaves are in various shades of green, from light to dark, and are arranged in a way that suggests a natural, organic growth pattern.

PANTONE-
Greenery
12-0345

PANTONE-
Greenery
12-0345

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a lush, natural feel. The leaves are arranged in a circular pattern around the central swatch.

50% P
40% G
10% Y

PANTONE
Greenery
12-0345

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a lush, natural feel. The leaves are arranged in a circular pattern around the central swatch.

50% P
40% G
10% Y

PANTONE
Greenery
12-0345

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a lush, natural feel. The leaves are arranged in a circular pattern around the central swatch.

50% P
40% G
10% Y

PANTONE
Greenery
12-0345

The image shows a Pantone color swatch for Greenery 12-0345. The swatch is a rectangular patch of vibrant green color, centered on a white background. The patch is surrounded by a decorative border of overlapping, stylized green leaves in various shades of green, creating a lush, natural feel. The leaves are arranged in a circular pattern around the central swatch.

50% P
40% G
10% Y

PANTONE
Greenery
12-0345

The image features a repeating pattern of green leaves in various shades and orientations, creating a lush, natural background. The leaves are detailed with visible veins and are arranged in a way that suggests depth and movement. The overall color palette is a range of greens, from light, airy tones to deep, vibrant hues.

50% Yellow
50% Cyan
PANTONE®
Greenery
12-0345

50% Yellow
50% Cyan
PANTONE®
Greenery
12-0345



Color of
2017
PANTONE®
Greenery
16-6345



Color of
2017
PANTONE®
Greenery
16-6345



Color of
2017
PANTONE®
Greenery
16-6343



Color of
2017
PANTONE®
Greenery
16-6343



Color of
2017
PANTONE®
Greenery
16-6543



Color of
2017
PANTONE®
Greenery
16-6543



5015 C
5014 Y
PANTONE®
Greenery
16-5543



5015 C
5014 Y
PANTONE®
Greenery
16-5543



Color of
2017
PANTONE-
Greenery
16-5543



Color of
2017
PANTONE-
Greenery
16-5543



Color of
2017
PANTONE®
Greenery
16-0343



Color of
2017
PANTONE®
Greenery
16-0343



Color of
leaf
PANTONE®
Greenery
12-5543



Color of
leaf
PANTONE®
Greenery
12-5543