



cipria

COMPANY PROFILE

1. OUR VISION

NOTHING IS TAKEN FROM GRANTED

From the project of the spaces, to the design of the store, to the diverse marketing activities. We ensure a constant reassortment of the merceological mix based on sales: our two annual collections are integrated by additional four seasonal flash collections.



2. PRODUCTS

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The supply of products is usually done on a monthly basis. Visual Merchandising and Training activities are organized at headquarters in order to assist our partners in the correct opening and management of the stores.

Our expectation is that our Partners achieve the highest possible sales, so as to increase our presence within each single market in the most effective manner possible.



3. STORES

THE SETUP AND THE DESIGN

of the stores is made in such a way that the context of the stores are focused on the Products and their presentation.

The stores are designed ad hoc in such a way for the Product to become the star within the store. Thus creating an irresistible bond between the consumer and the styles proposed.

The ambience with its soft and cosy atmosphere creates a pleasant fashion approach whereby the final consumer is all in one with the looks proposed.

A dynamic and trendy store that attracts our consumers maintaining its brand identity throughout the entire experience. Our ideal format requires a space between 50/70 mq located in malls as well as in main shopping destinations.





4. ASSORTMENT

THE PRODUCTS ARE

well assorted in order to satisfy any type of consumer, skin, trend and age. Our line of products covers six main categories: Face, Eyes, Lip, Skin Care, Hands and Accessories. Each category is developed in a large variety of shades, with innovative textures, granting all our consumers the benefits developed at our research and development department.

5. STYLE

Within

our company we have an in house styling department that studies and analyses the market trends, creating products at the utmost standards for the consumers of the brand Cipria.



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