

Svetski

Alba are one of Russia's leading premium brands with a fast growing retail network that stretches right across that vast land. The relatively young business has built a reputation for elegant design and manufacturing excellence by combining the talents of a new generation of young Russian designers with the heritage and established production techniques of the Italian leather manufacturing industry - where all Alba products are made before being exported back to mother Russia.

The Brief:

Buoyed by their rapid rise to popularity amongst Russia's wealthier consumers The Alba Corporation looked to build on their success by launching a new brand aimed at a younger, less affluent and more adventurous audience under the new Svetski name - meaning cool and worldly wise. 'i-am' were asked to develop a strong new brand image and retail experience that would enable Svetski to connect with a younger consumer so establishing the Svetski name as a credible youth brand both in Russia and internationally.

The Solution:

'i-am' worked with the Alba team on every aspect of the Svetski brand experience including brand strategy, brand positioning and brand expression. The dynamic new brand language and tone of voice were designed to reflect the pace and energy on the brand while the vibrant new retail formats perfectly captured it's youthful spirit and sense of adventure.

The Result:

With the opening of its first stores in Moscow the Svetski brand is starting to establish a loyal and youthful following with a growing army of young Russian cool hunters and the less affluent fashion worshippers all making Svetski their label of choice. The brand's new young admirers seem to appreciate the emergence of a new more accessible Russian brand that offers design with attitude and affordable cool to rival the more established international favourites.



'i-am' associates, 66 Leonard Street, London, EC2A 4LW
tel: +44 (0) 20 7613 4114 fax: +44 (0) 20 7613 4224 web: i-amonline.com

