



Stefania Pinyagina

FASHION COLLECTION FOR CHILDREN

# DREAM AND VISUALISE

## HISTORY OF THE STEFANIA BRAND



*When she was born, Stefania received a rare gift from her parents: the brand that would bear her name, Stefania Pinyagina, making her the youngest owner of a children's fashion business. Over the years, a resilient passion, dedication and commitment to continuing to develop the brand has been passed on from generation to generation in the Pinyagin family.*

*This tradition eventually led to the creation of the award-winning Stefania brand, which has a particularly special philosophy: Stefania has a well-defined Spanish personality within the glamour of creative European trends, combined with the exceptional traits of the Russian soul... passion, emotion, and an expression of elegance and exclusivity.*





STEFANIA

*Stefania Pinyagina*



Stefania Pinyagina





## NEW HISTORY FOR AN ENTIRE LIFE



*Stefania's fetish, leopard, has enjoyed privileged status within the world of fashion for quite some time now. Leopard prints triumph season after season, cleverly associated with prêt-à-porter collections. Riding this wave of extraordinary popularity, the Stefania brand has transformed this exotic print into a distinctive mark of its collections. Independently, and maintaining its distance from the influence of fashion, the leopard has become one of the entire brand's most iconic symbols.*

*The brand's first line was warmly welcomed by an admiring public.*

*The award-winning Stefania brand is a leader in high-end urban fashion for children and adolescents.*



Stefania Pinyagina





STEFANIA PINYAGINA  
COLLECTION



*The brand's collections are a fascinating journey throughout the magical world of children's fashion, criss-crossing countries and continents, and encompassing cultural traditions and technological innovations.*





Stefania Pinyagina



AUTUMN-WINTER



Stefania Pinyagina

SPRING-SUMMER





Stefania Pinyagina

*The design of the collection is the most important means of expressing the brand's main concept: that is, to see children as being people with their own tastes, their own aspirations and their own preferences.*

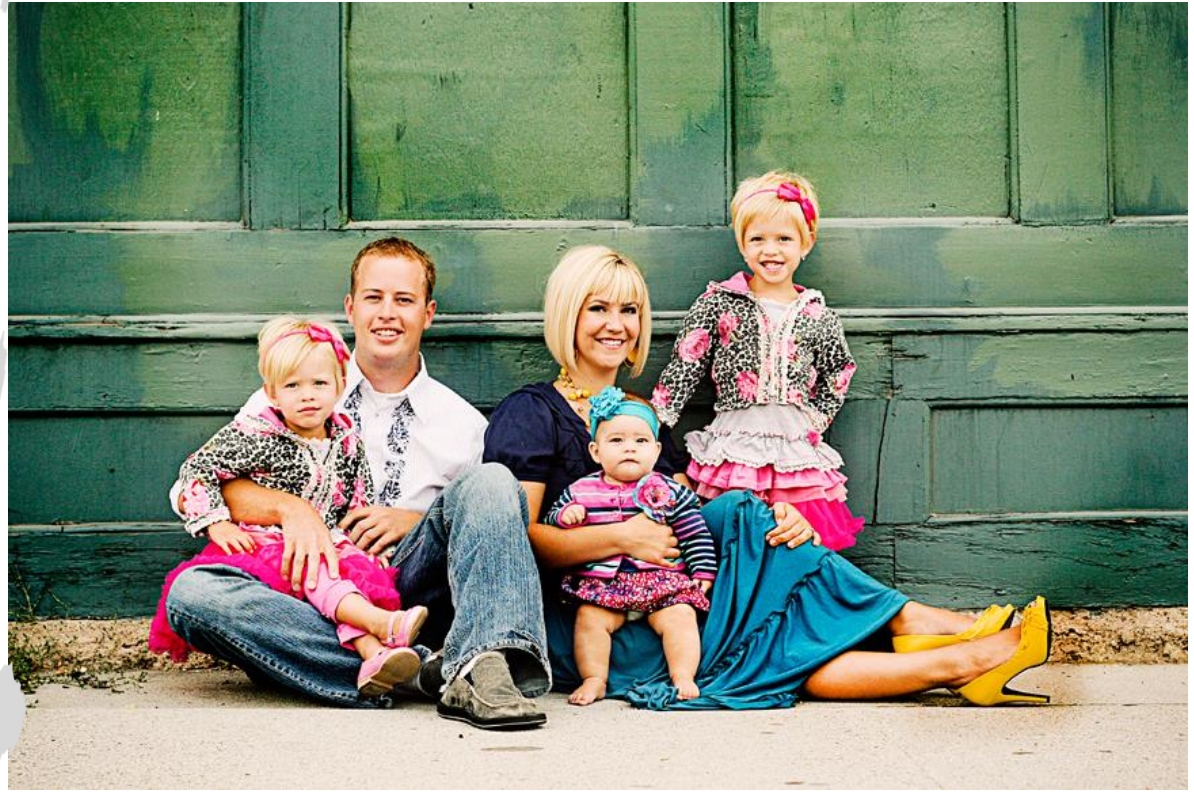
*The brand's collections never surrender to the major brands' designs for men and women. Rather, they take into account the individual age-sensitive characteristics of our young clients. We pay meticulous attention to the harmony of colours and shapes, to the detail of patterns, to the sizes and, of course, to the practical, functional and comfort-based aspects.*

*The main principle that guides the creation of these "total look" fashion collections is a desire to provide the basis of a wardrobe for each child. The brand's objective when creating collections is to forge an impressive image for the boutique, and to ensure each client remains loyal by offering them the opportunity of acquiring all their children's clothes in the same establishment – and consequently boost the latter's sales levels.*

*In addition to design, we devote significant attention to finishes. The brand rigorously fulfils its objectives when it comes to the quality and safety of materials used in the collections. The design department, for its part, undertakes an exhaustive monitoring process to ensure the quality of the materials used.*



# CLIENT DESCRIPTION



***The Stefania brand has found a unique niche in respect of the relationship between quality and price.***

*The scale of “medium-high” to “high” prices, together with service of the highest quality, attracts a very specific clientele comprising active parents aged between 28 and 40 years who follow the norms of European style. They don’t become carried away by trends or brands but have a great sense of beauty. Above all else, they respect creativity and individuality, and with that in mind they do not skimp on quality.*

*We believe our concept is uniquely prepared for its introduction into Europe.*



  
**STEFANIA**  
STEFANIA PINYAGINA



## AN EXCLUSIVE SPACE

*We create a special space for children. Countless attractive and appealing touches are carried out to perfection.*



*A functional indoor space, additional comfort areas and an original boutique design all serve to attract clients and enhance their desire to visit over and over again.*



## Concept Store

*It is not a customary outlet: it is a place that offers a special ambience, with a carefully outlined concept and a specific philosophy.*

*The boutique design has been devised to create a comfortable space for clients, where they can feel at home and enjoy personalised attention while making their purchases.*

*Each Concept Store client becomes a member of a special “club”, sharing the same interests, and a similar style and lifestyle.*

*In this way, clients become part of an elite group.*



*Stefania Pinyagina*

STEFANIA PINYAGINA

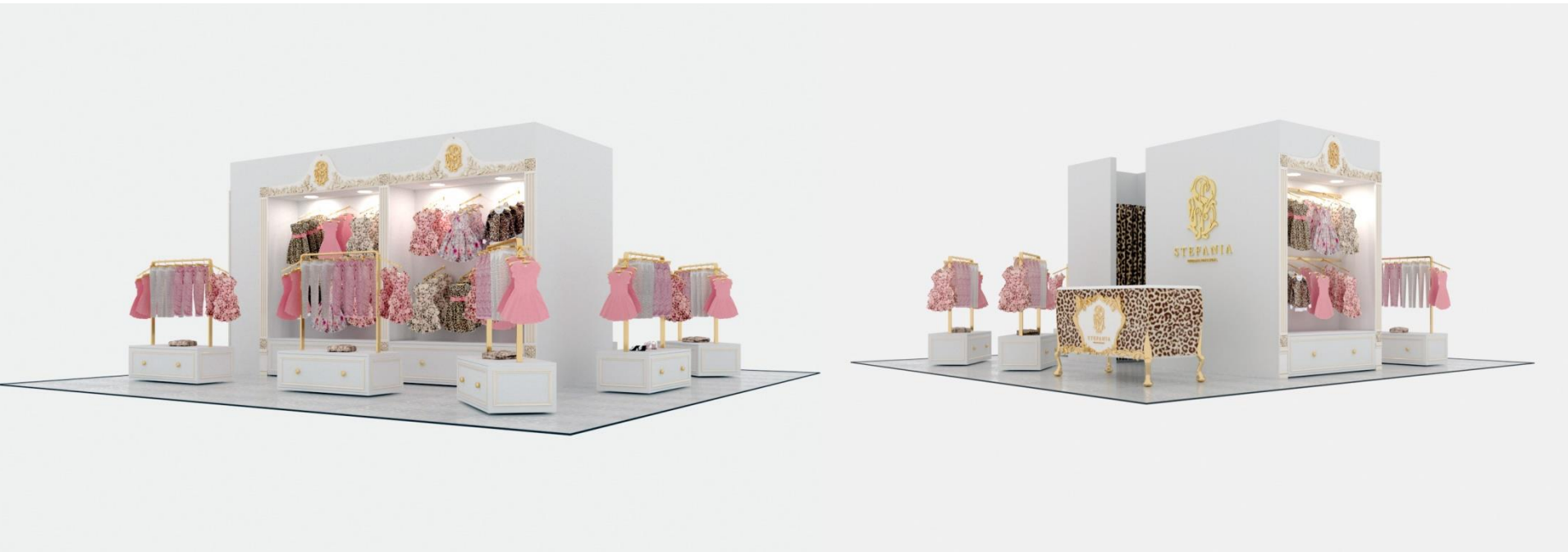




*The brand's corner is an interesting new commercial space highlighted by harmonious lines within the shop's interior areas that help increase sales and provide an exclusive, high-end service to clients.*

Stefania Pinyagina

*A new initiative in creating business models that accommodate the lifestyles of modern parents and their children.*



*An ideal balance between the brand's design concept and commercial success.*



# S T E F A N I A

*Stefania Pinyagina*

*Since its launch, the PINYAGIN CORPORATION has brought together significant resources, both assets and professionals, within the world of fashion in order to develop a completely new collaborative format.*

*For more than 20 years, the PINYAGIN CORPORATION has been a market leader in retail sales of children's clothing, with the Italian brands DeSalitto and Pinetti. One year ago, the company created a new Spanish brand, Stefania Pinyagina, with the aim of breaking into this country's market.*





Stefania Pinyagina

*DeSalitto*<sup>®</sup>  
italian fashion style



*Pinetti*<sup>®</sup>  
Italian fashion style

*The PINYAGIN CORPORATION specialises in the development, production, promotion and distribution of children's fashion clothing.*

*The brand's collections are designed for children aged from three months to 16 years.*

*Each collection presents more than 500 items per season in four age groups: from three to 18 months; from two to seven years; from four to 11 years; and from seven to 16 years.*



*Within each age group, three lines of clothing are presented: ELEGANT, CASUAL AND SCHOOL*

DeSalitto®  
italian fashion style

MUM, I WANT TO BE LIKE YOU!

*Ladies fashion for girls*







*Pinetti*<sup>®</sup>  
Italian fashion style

*Casual elegance for boys*



*The marketing brand “Pinetti” finishes off a student’s wardrobe. School uniforms can be attractive, elegant and practical, but the most important thing is that young students like the fashion style.*



**Pinetti**<sup>®</sup>  
Italian fashion style









S T E F A N I A

*Stefania Pinyagina*

+34 667 852 929

*info@stefaniapinyagina.com*

*www.stefaniapinyagina.com*