



Shopping mall

Sochi / 2022

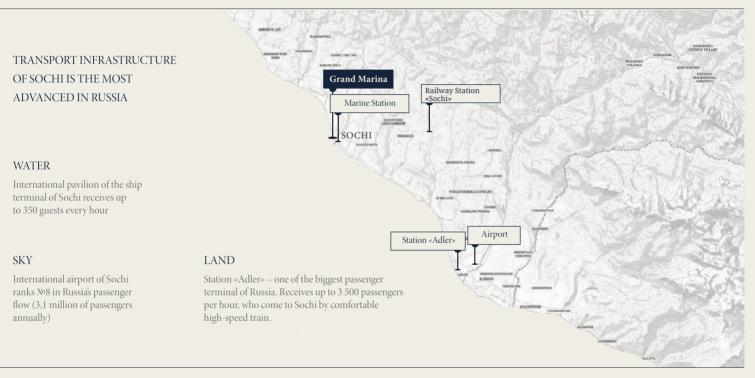
SOCHI

SOCHI — CENTRE OF ATTRACTION

Beach vacation on the shore of Black Sea, winter sports at the modern Olympic facilities, unique ecology and advanced infrastructure attract millions of tourists to Sochi annually.

Hotels: $\star \star \star - \$120$ $\star \star \star \star - \400 Climate: Sub-tropical, at the latitude of Cote d'Azur resorts. Cloudless sky- 300 sunny and 145 warm days per year.

Sochi. Three ways





The project Grand Marina has occupied the strategically important position on the first coast-line in the cultural and business city centre with the territory of 10 000 square meters

coverage area of the shopping 711 750 people

LOCATION

- Centre of the city
- Main promenade
- Marina of the yacht club

GROWING ZONE

Today the actively developing city demands the shopping malls which will be able to supply the qualitatively new level of service.

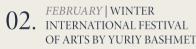
Sochi. Plan of events

Grand Marina

THE CALENDAR OF THE MODERN SOCHI IS FULL OF VIVID LOCAL AND INTERNATIONAL EVENTS.

01. *January* | International festival kvn

Up to 15 000 guests



Up to 20 000 guests



MAY-SEPTEMBER | OPENING OF THE RESORT SEASON

4 million guests

)4. *JUNE* | FESTIVAL «KINOTAVR»

50 000 guests

05. *JULY* | MUSIC FESTIVAL CRESCENDO BY DENIS MATSUEV

Up to 10 000 guests

6. AUGUST | «AQUAJAZZ. SOCHI JAZZ FESTIVAL»

Up to 10 000 guests

07. *SEPTEMBER* | FESTIVAL OF YOUNG SINGERS «NEW WAVE»

Up to 60 000 guests

08. ^{29-30 SEPTEMBER} FORMULA 1 GRAND PRIX SOCHI

150 000 guests

19. INVESTMENY AND ECONOMIC FORUMS

Up to 20 000 guests

01. 02. TOURISTS

03.

MEMBERS AND GUESTS OF THE YACHT CLUB 04.

TOURISTS FROM LINERS AND FERRIES



Our aim is to assemble the prestigious brands under one roof and to make «Grand Marina» project unique public space in Sochi which will be able to cater the high needs of the most sophisticated guests.

MARKETING PLAN 2022

- 01. COOPERATION WITH TOURIST OPERATORS WORKING WITH FOREIGN DELEGATIONS IN SOCHI
- 02. OUTDOOR BRAND ADVERTISING COINCIDING WITH ROAD SIGNS ALONG THE LINE TO THE SHOPPING MALL
- 03. COOPERATION WITH HOTELS, RESTAURANTS AND SPA-SALONS-CROSS-MARKETING



05. EVENT MARKETING-ORGANISATION OF KEY EVENTS INVOLVING POPULAR SINGERS IN PARK GRAND MARINA

- 06. CREATION OF SELLING CONTENT IN SOCIAL NETWORKS. PROCESSING OF CLIENTS' REQUESTS, MARKETING AND COMMUNICATION WITH BLOGGERS
- 07.

ADVERTISING OPPORTUNITIES

• OF THE SHOPPING GALLERY. INTERNAL LIGHTBOXES AND STREET CITY FORMATS, ADVANTAGEOUSLY LOCATED TO ATTRACT FLOW TARGET BUYERS



Exquisite architectural appearance "Grand Marina" is framed by a garden area total area of 5000 m2 for events different format.



BIG SOLO CONCERT OF IVAN DORN



SUMMER CINEMA

ICE RINK



GRAND MARINA HARLEY TOUR SOCHI



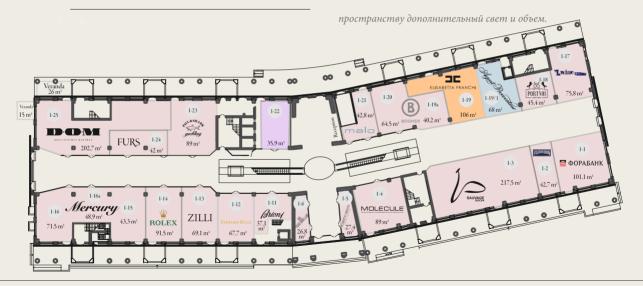


MUSCLE CAR FEST



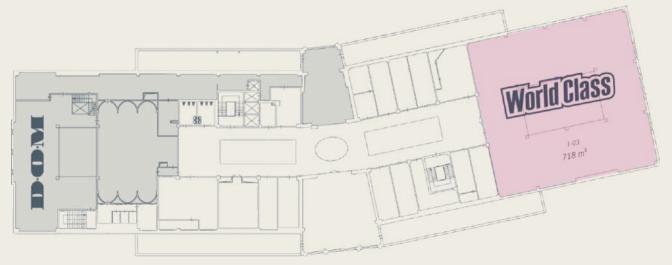
1 FLOOR	TOTAL AREA OF THE GALLERY	10 000 м ²
	LEASABLE AREA	5 594 м²

The construction of the gallery takes into the account the technical and aesthetic needs of the lessees. Almost every space on the first floor is equipped with the separate entrance, the high ceiling and the all-glass





3 FLOOR





DEUS OPTIMUS MAXIMUS

Café, double level restaurant, karaoke and terrace

Unique architectural and interior choice

800 seats

 $3\ 000\ {\rm m}^2$

3 floors





First premium fitness-club in Sochi

The biggest fitness corporation in Russia

Highly qualified coaches and modern equipment

Group and individual programs





Project of the Perfume Arts MOLECULE is the unique project created together with the leading manufacturers of perfume from all over the world. This is the place with the best choice of selective fragrances of the entire planet!

Only the guests of the MOLECULE may regularly attend:

- the presentations and pre-launches;
- perfume workshops;
- the exclusive fragrances are created by the great perfumers of the modern age!

Every brand from the MOLECULE collection is one-of-a-kind because only here you can find the full assortment of Creed, Clive Christian, Roja Parfums, Ormonde Jayne, diptyque, Byredo, Memo etc. including limited and specialized editions which will create the excellent aroma image.



Mercury

Another Mercury watch and jewellery multibrand store was opened in Sochi on 3 of July, 2018.

This is a new step to enlarge the range of luxury goods in the city. Today Sochi attracts more and more tourists with climate and environmental conditions but also extensive infrastructure.

Mercury multibrand store is located in "Grand Marina" shopping mall situated at the beachfront not far from marina. The new watch and jewellery space decorated in the design of Moscow boutiques style.

The Mercury multibrand store offers the well-known brands: Rolex, Hublot, Chopard, Garrard, Graff, Messika, Pasquale Bruni, Mikimoto, Stephen Webster, de Grisogono, Zenith, S.T. Dupont and Mercury famous for its style and quality.

Some of the watch and jewellery pieces are created on the special order of Mercury company and exclusively presented at Mercury multibrand stores.



₩ ROLEX

In the summer of 2018 in the Grand Marina opened its doors boutique worldwide famous watch company Rolex.

The new branded boutique is the high point of the watch business development and the unique non-time style.

The collection of the hand watch Rolex from the popular models Oyster Perpetual to the classic line Cellini will be presented there. This collection of the mechanical wonders includes more than one hundred years of legacy, traditions and the expert approach to the watch art.

Since the foundation in 1905 Rolex is associated with the great craft and reliability. Every piece of Rolex is made with the help of beauty and quality understanding, finest craft and limitless art potential.





Fondé à St-Tropez en 1971*

French brand Vilebrequin founded in 1971 is famous for the beach clothing and accessories for the whole family.

Every piece of Vilebrequin is marked with the bright and ironic print which literally expresses energy and freedom of the sunny holiday and also delivers the mood of the French resorts' charm such as St Tropez – the motherland of the brand.

Brand's motto «Summer all year long» explains a huge geography of the brand fans by semicentennial expertise, tireless work on the quality of the materials and the search of the means of expression as well as the details' spade-work, the possibility to change and to keep the familiar style.





ITALIAN MASTERY

"True elegance is more than good taste. This is a lifestyle inspired by great design. and perfect quality. " Stefano Ricci

Stefano Ricci is uncompromisingly gorgeous classic men's brand. Stefano Ricci style personifies lifestyle of self-confident men. In the collection can be found as an informal image, which combines comfort and elegance, so are evening dresses, who defiantly flaunt in the wardrobe of gentlemen.



ZILLI

BRAND PREMIUM CLASS FROM LYON (FRANCE). The company produces high-grade total bows. for men, consisting of clothes, shoes and accessories.

For tailoring are used only natural materials: cotton, wool, linen, silk. Cut, decorative seams and trim each collection performed manually in the studio company. Basic materials for production shoes, outerwear and accessories - fur and leather. Zilli works with ultrafine calfskin suede and glazed sheep skin, as well as with expensive and valuable raw materials: python, crocodile, ostrich and kangaroo, development of which requires special experience and skills.





Privé7 is a unique space of beauty with high-quality service and the art of truly elegant and stylish look creation, taking into account the latest trends and individual characteristics of each client.

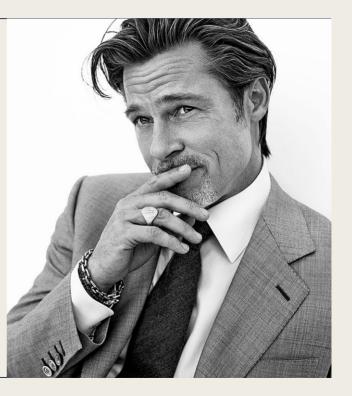
Privé7 is chosen by true connoisseurs of all beauty, since a visit to the salon turns into a real aesthetic ritual. A cozy space, made in accordance with all the canons of a classic interior, combined with impeccable service and first-class services - all this confirms Privé7 status as a standard of luxury and unequalled taste among all beauty industry players.



Stionj

The Italian brand Brioni is an elegant, highquality and comfortable clothing.

The brand hero is a successful and selfconfident man who follows fashion, but maintains his style. Clear silhouettes, luxurious softness and a touch of ease accentuate a unique character of all models.



BOGNER

BOGNER is a premium German brand of sportswear since 1932.

Its founders, Willy and Maria Bogner, were fond of skiing. They started to import ski equipment and fabrics. More than 80 years later, the brand is still regarded as the world's leading manufacturer of high-quality and luxurious sports and leisurewear.

Today the brand is represented by several main lines: BOGNER SPORT - elite functional clothing to practice various sports, from skiing to golf, BOGNER MAN and BOGNER WOMEN - the collections of casual elegant clothes for a city, characterized by noble materials, excellent workmanship and sophistication in details, BOGNER FIRE + ICE - the clothing for active youth who are fond of extreme sports. A place of honor is occupied by the line of shoes, bags and accessories.



ROBERTO BRAVO

Roberto Bravo is a global brand of vibrant handcrafted jewelry with inspiring designs and amazing stories that personalize the look and make it truly unforgettable. The jewelry has an extraordinary design.

The brand surprises women with its flagship collections Noah'sArk, Monarch Butterfly, White Dreams, Le Grand Bleu, Global Warming, Black Magic and Gallica. RobertoBravo jewelry is dominated by enamel, which is applied in several layers and then burned. The 'distinctive style' of the collection history and skillfully handcrafted work attracts women. Exclusive jewelry is complemented by precious and semi-precious stones - emeralds, rubies, amethysts, citrines, and blue topazes.

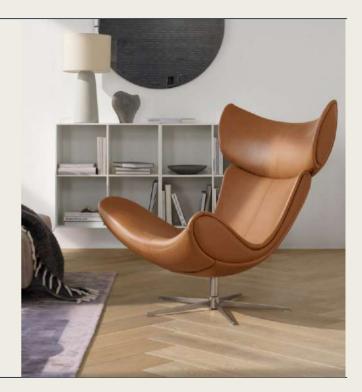


BoConcept

BoConcept is a brand of designer furniture and decor in Scandinavian style. The company was founded in Denmark in 1952 and today represents a network of 300 retail stores in more than 65 countries around the world.

BoConcept offers a complete design of the space – from furniture for the living room, dining room, bedroom, and home office, to accessories, decor, and light. Due to the modularity, customization options, and a choice of more than 100 upholstery options, BoConcept furniture will always match your individuality, way of living, and interior style. All the items in the collection are designed by world-renowned designers, such as Karim Rashid, Oki Sato, and Henrik Pedersen.

BoConcept is a style that is created by you.





Togas has been a leader among the manufacturers of home textiles in Russia for 20 years.

The company boutiques are located all over the world, including Greece, Russia, USA, and UAE. Using the fabrics and materials of the highest quality, Togas creates unique collections of home textiles in the factories around the world in compliance with the strictest environmental control requirements and modern production standards, and in cooperation with reliable partners and the best suppliers.

For over 20 years Togas has been a leader among home textile manufacturers of Russia.



Enrico Cerini

The Enrico Cerini brand was created in 1996 by a group of Italian designers.

From the very beginning to the present day, the company has been producing high quality textiles for men. The clothes of the Enrico Cerini brand have an excellent cut and is made from natural fabrics.





Empire of Childhood - a chain of boutiques of luxe children's clothing and footwear.

The Imperia Childhood multi-brand boutique has the world leading brands such as Guess, Billionaire, MSGM, Twinset, Hugo Boss, Karl Lagerfeld, DKNY, Alessandro Borelli, Fun & Fun, Antony Morato, John Richmond, the line of clothing and footwear from the Lui JO brand, and the collection for boys and girls from the Froddo brand.

Each brand is known for its unique style and high-quality workmanship. A well-thought-out range of brands will allow you to replenish your collection endlessly.



Castello d'Oro

Every year the Castello d'Oro brand and its talented designers present new models that complement the already existing classic collection, and allows to get an exquisite and elegant look for the followers of the smart casual style.

The brand is represented by classic suits, shirts, outerwear, knitwear, jeans, trousers, shoes and many accessories for every taste. All parts of Castello d`Oro products are made in Italy!





Mexa Crangunabuu

Outerwear, furs and accessories store.

The Furs of Scandinavia branded salon offers a wide selection of fur and leather products. Unmatched quality, unique design and excellent fit make these garments a worthy purchase for your wardrobe. Here you will be offered various models of fur coats classic, extravagant, fashionable and exclusive. The assortment also includes coats, luxurious coats, jackets, leather jackets and fur accessories. A stylish headdress will complement your outfit.





Multi-brand men's clothing store.

An elite Italian brand that has never sought to dictate fashion. Its main task is to preserve traditions.



МИРКОВРОВ 回

The main activity of the "World of Carpets" company is the sale of high quality and beautiful carpets. The range of products presented in the salon will satisfy almost any, even the most demanding and exquisite taste. Here you will find both unique handicrafts and machine-made carpets - countless shades and styles, ranging from the majestic Baroque era or the classics of the Persian style to modern designs that straddle the border between applied art and high art.

Now there is a place in Sochi where even the most daring interior fantasy turns into reality!



malo

Malo means "I prefer" in Latin.

MALO prefers to create an authentic and unique story.

The finest cashmere quality, the lightness of linen and the preciousness of Mako cotton have created the history of MALO. Passion, research, Italian know-how, exquisite taste and sophisticated style create a timeless look with a unique personality.



elyts

Multi-brand boutique of men's clothing, shoes, and accessories. The boutique presents the Seraphin, Enrico Mandelli, Stefano Ricci SKI, Jacob Cohen, Bontoni, Andrea Ventura, Fedeli, Bertolo, Filippucci, and Marco Pescarolo brands.





Paul & Shark is a famous Italian brand that produces casual style clothing, footwear and accessories for men, women and children. The main sources of inspiration for the brand are the sea and yachting. Natural materials are used for the manufacture of clothes: linen, cotton, leather, silk, and merino wool.

The brand owns many patents for the production of fabrics: Typhoon 20000 technology - a special fabric finishing in the form of an ultrathin waterproof and windproof membrane; E.M.W. Shield is the technology which protects people from electromagnetic radiation; Watershed - the treatment of fabric with a water-repellent coating; Fill Power - production of the highest quality down.





The Austrian FREYWILLE jewelry house has been creating highly artistic jewelry made of precious enamel and handmade textile accessories since 1951.

Limited production volumes are a guarantee of the highest quality standards of all products.

The workshop and headquarters are located in Vienna. Sparkling with bright colors, artistic design on hot enamel, created using a unique secret technology, is the main detail of any FREYWILLE jewelry. The collections are inspired by the artworks of great world artists: Claude Monet, Vincent van Gogh, Gustav Klimt, Paul Gauguin, Hundertwasser, and Alphonse Mucha. The decorations are represented by two lines: Classic (hot enamel, gold/rhodium plating) and 18kt Gold & Diamonds (hot enamel, gold, and diamonds).



ELISABETTA FRANCHI

The boutique of the ELISABETTA FRANCHI House has existed since 1998 and is one of the most successful and famous in Italy. Its creator – Elisabetta Franchi won the hearts of women, finding her place in the world of affordable luxury due to the high quality of pieces and careful elaboration of details.

ELISABETTA FRANCHI is invariably refined and elegant things for selfconfident women with a subtle sense of style. The brand's clothes are worn by such divas as Angelina Jolie, Kate Hudson, Jessica Alba, Emily Blunt, Jennifer Lopez, Lady Gaga, Kendall Jenner, Kourtney Kardashian, and many other stars.



For is a multi-brand boutique for those who seek to fit their special style into the modern rhythm of life With the clothes and accessories presented in the Fort boutique, you will be able to create dynamic images that will combine everyday practicality and lightness with elegance and sexuality. The client of the Fort boutique feels successful and feminine in any situation. Indeed, when you combine basic things with spectacular ones in your everyday looks, thereby calming them, you create something that reflects the frenzied rhythm of a modern woman's life.

The boutique presents the Pinko and Patrizia Pepe brands.



KING KOIL SINCE 1898 —

The King Koil company traces its history back to 1898, when the American somnologist, entrepreneur Samuel Bronstein founded a mattress company for millionaires in Minnesota.

All products are created manually using traditional craft techniques and the latest technologies. And today, after more than a century, the company continues to remain true to the traditions of manual production, creating unique, high-tech, most comfortable products that are popular with celebrities, the elite of politics, sports, and art around the world. After getting acquainted with the King Koil brand, your sleep will never be the same.



The British brand Agent Provocateur has been one of the most popular lingerie brands in the world since 1994.

Impeccable quality, bright and diverse collections give maximum freedom of expression to a modern woman. Agent Provocateur is not only beautiful and sexy lingerie; the brand's product line includes bright swimwear, home boudoir clothes, playful dresses, racy accessories, cosmetics, and perfumes. In the spring-summer 2020 collection, the brand's creative director, Sarah Shotton, vividly visualizes a combination of French rococo patterns complemented by a spice of American Western style. The key accents of the collection are balcony bras, flowing capes, and tight dresses trimmed with lace.

Agent vovocateur

SAUVAGE CONCEPT STORE

The Concept Store Sauvage is a conceptual multibrand boutique for those who love variety, appreciate irony and humor in fashion.

The most daring fashionable novelties and trends are collected here. But if you like universal and basic things, you can pick them up too.

The Concept Store Sauvage presents the collections of fashion houses, shoes and accessories.





Wine as art. The L-wine project is being implemented with this motto. Making wine is akin to making a canvas or sculpture.

Real art depends on a creator's talent, just as the uniqueness of wine depends on a winemaker's talent.





The Joint Stock Commercial Bank



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