

It was scary in the beginning... Take blank sheet of paper and draw your first graph - a diagram of your future retail store! You don't realize how much knowledge it takes for retail project to take off!!! Many pieces go into it: how to build an assortment, what categories of goods are needed, when to start new season sales, what the customers in our price niche are like and how to get their attention? Most important thing is what concept to choose?

The wheel of progress is accelerating every day, and you are trying to understand - how does a customer make a decision while shopping for lingerie?

You have to constantly learn new things about this industry, and the cool pros like Natalya Chinenova is there to help you, her seminars should be attended by anyone who sees themselves in retail! Thank you Natalia!