

Thank you for the productive work and demonstration of the possibilities to translate a design idea into commercially successful product. In the course of our team work with FCG the core of the BALUNOVA brand's style became clearly identified. Thanks to the method of working with fashion drops, we were able to show the existing assortment to our wholesale customers profitably, as well as give to them a solution on how to combine the leftover stock with models from new seasons. Seasonal approach allows to expand sales opportunities.