

# LIVESHOWROOM

## MOSCOW, RUSSIA



**Liveshowroom** was founded in the late 90s by sisters Nastya and Dunia Gronina. Over the last 20 years, it has collaborated with numerous brands and hundreds of retail players spanning several countries and multiple product categories. At present, Liveshowroom specializes in representing Italian and international high-end footwear and accessories brands in the post-Soviet space. These lines have a strong product focus, maintaining high levels of craft and design.

[www.liveshowroom.ru](http://www.liveshowroom.ru)



Rocco P.



### STYLES

- \* All kinds of sporty and casual. The final client wants to be warm and comfortable through the Russian winter. As sneakers currently reign supreme, a classical menswear shoe with a normal leather sole is actually becoming a rare fashion forward statement!
- \* Massive soles are a winner: you have the feeling you know what you are paying for!

- \* High boots for women, be it an over-the-knee stretch model or a more voluminous  $\frac{3}{4}$  length style. Their price is higher, which means they can potentially raise the average spend in the store – something every buyer will welcome!
- \* The Beatles boot (with two elastic straps)
- \* Hiker boots in every price segment

### COLORS AND MATERIALS

- \* Patent leather is experiencing a comeback, but not with a mirror gloss this time – rather, with a vintage feel
- \* The fur stays strong, in all variations and colors
- \* Gold and silver
- \* Slightly mutated animal prints are welcomed by most buyers