



V M M A

TM "VMMA"



**VIKTORIYA
M`BOGDAN**

Designer



**OLEKSANDRA
MORIK**

Director

Legal status:

Individual entrepreneur

**The organizational
structure:**

horizontal
(10 people)

Target audience:

Women who work. They value
convenience and quality at average
prices. They buy clothes online or at
fairs.

Year of foundation:

2014

**Country of
establishment:**

Ukraine, Kyiv

**Country of production
capacity:**

Ukraine, Bila Tserkvaa

**Production capacity
(units/season):**

2021
autumn / winter 1740 pcs
spring/summer 2032 pcs

Sales geography:

Ukraine, megapolises and their
satellites. We send by mail abroad

The brand's mission is to create a culture of responsible clothing consumption. **To prevent excessive production** of wardrobe items in Ukraine.

When products are of high quality, made of natural fabrics and relevant from year to year, this is how a basic wardrobe is created. In the future, it only allows you to supplement looks with new elements.

We know how to emphasize femininity and at the same time create models that are comfortable to wear in everyday life: to work, on a date or for a walk with a child.

This makes the **clothes all-purpose and prevents excessive consumption**



MISSION

SAMPLES



- Denim sundress
- Fabric: cotton - 100%
- On metal buttons
- Sizes: XS-XL
- There is a choice of colors



- Autumn bumper jacket
- Quilted, on buttons
- Fabric: polyester - 100%, insulation G-loft 100
- Sizes: XS-XL
- There is a choice of colors



- MOM jeans are black
- There is a metal snake and metal holnitenes as decoration
- Fabric: cotton - 100%
- Sizes: XS-XL
- There is a choice of colors

LOVEMARK



Customer orientation of VMMA is manifested in:

- instructions on how to care for the products are attached to each order,
- maker adjusts the product at the customer's request within a month from the day of purchase
- have fast delivery,
- within six months, the order has a guarantee for free repair (replacement of zipper, buttons)
- even during the war, they kept a loyalty system for regular customers, they provide discounts.

VALUES

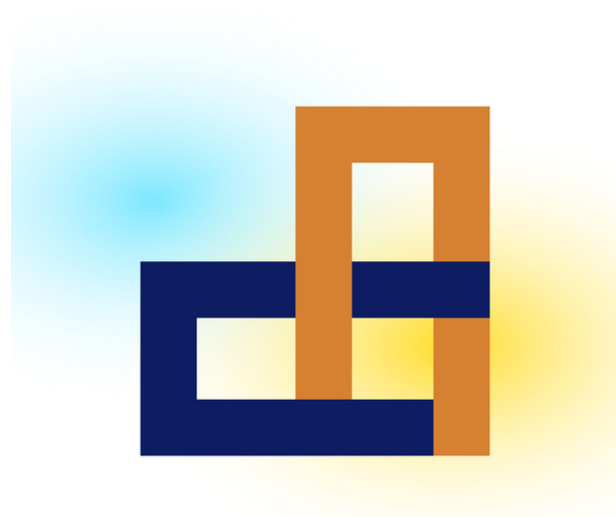


KEEP YOURSELF WITHIN YOURSELF

The Ukrainian brand wants to become a company that grows and develops steadily. VMMA clothes are worn all over the world and understand that this is a sign of quality.

- The employer is responsible for the working conditions of employees, pays for additional education, updates equipment, monitors compliance with labor legislation, provides a competitive salary (SDG 8).
- Checks the quality and certification of raw materials used for sewing clothes. That is why he prefers certified materials that do not harm either humans or the environment.
- The company gives the remaining raw materials for reuse or recycling (SDG 12).
- The company has responsible partnerships throughout Ukraine.
- A stable brand is able to ensure uninterrupted production even in war conditions (absence of electricity, alarms) - purchased a generator, starlink.

PARTICIPATION IN CHARITY PROJECTS



Charitable
Foundation
"Charitable
Foundation of Serhiy
Prytula"



Charitable
Foundation
"Tabletochki"
20% of the sale is
given to a fund to
help children



The unsold remnants
of last year's
collections are given
to the needy
(immigrants, poor
women)


**ДЕРЖАВНА СЛУЖБА УКРАЇНИ З ПИТАНЬ
БЕЗПЕЧНОСТІ ХАРЧОВИХ ПРОДУКТІВ ТА ЗАХИСТУ СПОЖИВАЧІВ**
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(підпис)
М.П.

ВИСНОВОК
державної санітарно-епідеміологічної експертизи

від 01.04. 2021 р. № 12.2-18-3/ 6671

Об'єкт експертизи: Полотна основов'язані

виготовлений у відповідності із -

Код за ДКПП, УКТЗЕД, артикул: 6005

Сфера застосування та реалізації об'єкта експертизи: ввезення; швейне виробництво, побут та інше за призначенням; оптова та роздрібна торгівля

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Цей про контракт на поставання об'єкта в Україну контракт додається до документації.


**ДЕРЖАВНА СЛУЖБА УКРАЇНИ З ПИТАНЬ
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ВИСНОВОК
державної санітарно-епідеміологічної експертизи

від 17.06. 2020 р. № 12.2-18-3/ 13431

Об'єкт експертизи: Костюмна, платтяна тканина, батист, джинс

виготовлений у відповідності із -

Код за ДКПП, УКТЗЕД, артикул: 5516

Сфера застосування та реалізації об'єкта експертизи: ввезення; пошиття одягу; реалізація через оптову та роздрібну торговельну мережу

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**CERTIFICATES OF
QUALITY**

GOALS

VMMA is a brand founded in Ukraine. Its founders are concerned about comfort, convenience, quality and, at the same time, emphasize the beauty of a woman, her tenderness and flawlessness. Together with partners, we aim to achieve the UN Global Sustainable Development Goals.

SHORT-TERM (6 MONTHS - A YEAR)

- Increase brand awareness.
- Increase the production of the model range
- Improving waste-free production will lead to responsible consumption and production (SDG 12)
- to ensure decent and safe work for workers in the conditions of war - to organize a safer space for work (SDG 8).
- increase the sales network - find partners in Lviv, Dnipro, Uzhhorod.

LONG-TERM (1-3 YEARS)

- Participation in international fairs and POP-UP.
- Find at least two partners in Germany, conclude an agreement for the sale of products there - a brand-name store.
- launch a communication campaign abroad and in Ukraine
- Release home and beach collections
- To organize partnerships for sustainable development with foreign companies (SDG 17)
- creation of new jobs in Ukraine
- gradually implement the strategy ESG
- increasing the number of subscribers to 50 thousand



GOALS

VMMA wants to meet international standards. Together with partners, the brand is on its way to achieving the UN's Global Sustainable Development Goals. Therefore, one of the goals of the brand is to establish work taking into account ESG factors.

E (Environmental)

What now?

- zero-waste production: leftover fabric is used to create camouflage nets for the army. Before the war, it was given to children's clubs for reuse there
- uses packaging from recycled materials (paper bags)

We are planning

- organize the sorting of all waste at the production site
- other materials that are not suitable for further use are disposed of in "Ukraine without garbage"
- to develop a joint project with "Ukraine without waste", which will encourage the recycling of clothing production waste

S (Social)

What now?

- transfer money to S. Prytula's fund to help the army and those who suffered from the war. The amount is not determined, as many as they can.
- had experience working with the "Tabletochka" fund, which helps treat seriously ill children
- give the rest of the collections to those who need it (orphanages, displaced persons)

We are planning

- take students on internships
- to organize a summer school of tailoring
- participate in a mastermind, share experience "how to survive the war and stay in the plus"
- join a club with the same medium-sized business to share experience and help each other

G (Corporate Governance)

What now?

- annual economic growth of the company by 15% due to the analysis of customer demand
- due to power outages during the war in Ukraine, they bought a generator. This ensures uninterrupted production to meet partner commitments
- bought Starlink, for uninterrupted access to the Internet in conditions of war or force majeure
- sales geography - Ukraine (Kyiv, Ivano-Frankivsk)

We are planning

- implement the principles of sustainable development in the business strategy
- expand the geography of sales
- expand the product line
- increase the number of Instagram followers to 50,000

CONCLUSION

Development since 2014: job creation, product range expansion, customer orientation, participation in charity projects.

Annual economic growth of the company by 15% (including during the war)

Transparent business and reporting

The brand is a reliable partner that fulfills its commitments.

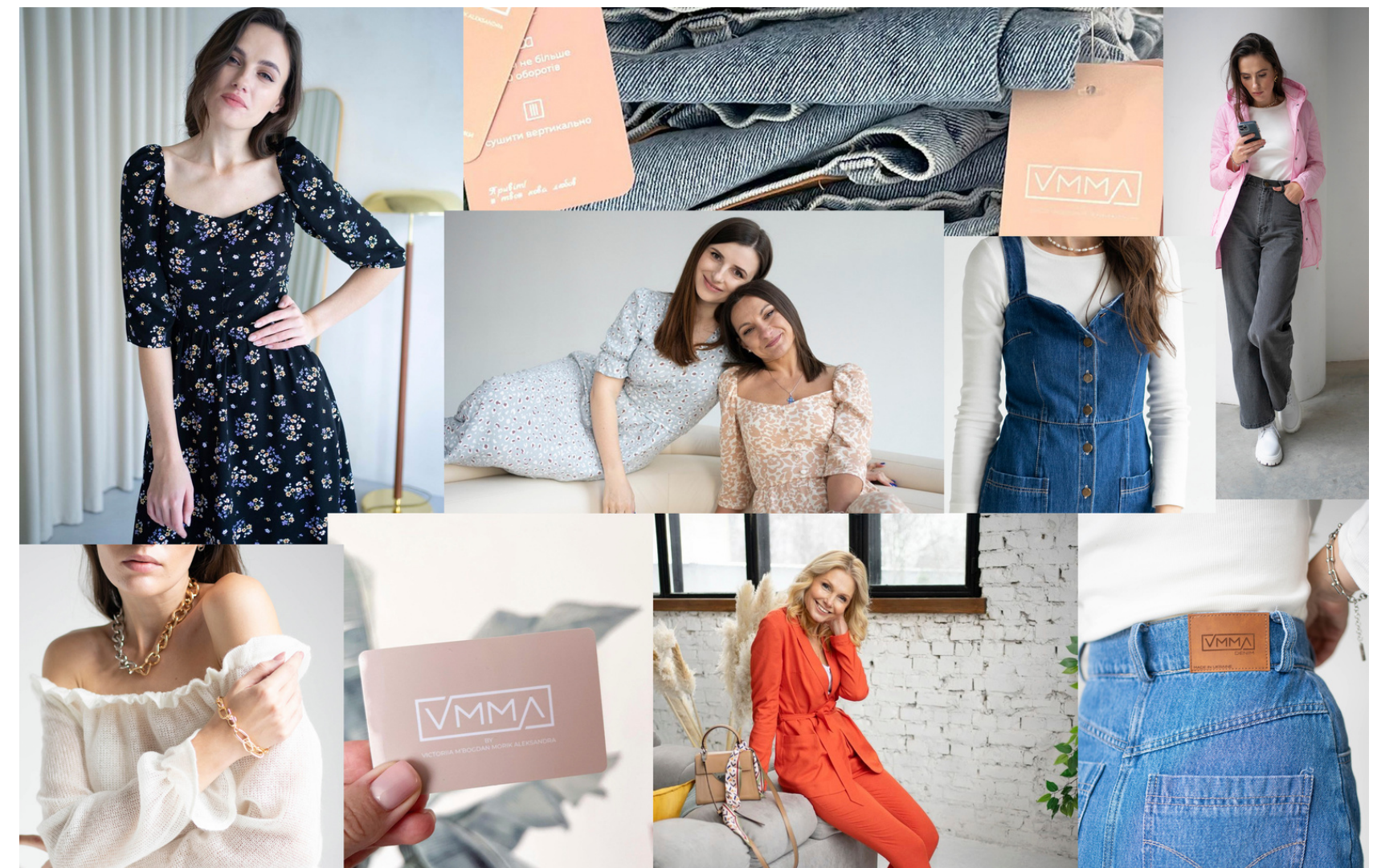
VMMA is a prestigious employer that offers good working conditions. This is confirmed by the low turnover of personnel.

The brand works according to the principles of inclusiveness, equality and respects the rights of consumers.

In its work, the brand uses natural fabrics, which is confirmed by certificates.

The VMMA team is constantly learning from key leaders of the Ukrainian and international markets in order to improve service delivery and raise the qualifications of employees.

Every season, the brand develops and puts on sale new models.



The founders of the company make significant investments in the development of the company, purchase new ergonomic equipment to improve the working conditions of employees and increase production volumes for further development.

Uses paper from recycled materials for packaging.

Ready to develop according to the principles of sustainable development.

They have the potential of demand in foreign markets.

Able to adapt and work in times of challenges and colossal changes (war, coronavirus, economic crises, environmental crises)

IRYNA KONONENKO

SPECIALIST IN INTERNATIONAL COMMUNICATIONS

I believe in the power of people. I believe that every person is special and has something to say to the world. I change the world for the better for the sake of the future. That is why I am happy to tell stories, promote personal brands and create a successful, responsible and unique reality with like-minded people.

- more than 17 years in journalism
- cooperation with foreign media companies (Poland, Czech Republic)
- I have a high-quality network of connections in Eastern Europe
- together with the team successfully implemented about ten projects for Ukrainian companies (including during the war)
- ambassador of style and beauty in the business environment



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WOMEN | SUSTAINABILITY | FUTURE

let's change the world together



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