

JV "CONTE SPA" LTD

COMPANY PRESENTATION



élégant
Conte[®]
WOMEN'S COLLECTION

About company	5
History	6
The presence on the world market	8
Trademark “Conte elegant”	10
Trademark “DIWARI”	14
Trademark “Conte-kids”	18
Branded retail	22
Online store	24
Wholesale purchasing portal	25
Staff training	26

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Conte[®]
WOMEN'S COLLECTION

About company

JV "Conte Spa" Ltd. is one of the leading producers of garments, lingerie and hosiery in Eastern Europe.

- 50 000 m² of own production and warehouse facilities located in Grodno, Belarus.
- The usage of premium quality yarn of Italian, German, Austrian and other world producers.
- More than 2 0000 of Italian knitting machines LONATI.
- 3-stage manual quality control.
- Branded stores in Russia, Belarus, Ukraine, Kazakhstan.
- More than 3 000 active positions in colours, patterns and sizes.
- Powerful dealer network, deliveries to more than 30 countries of the world.
- The company is located in a free economic zone.



History

1997

- The establishment of JV "Conte Spa" Ltd.
- The production of the first pair of polyamide tights.

2002

- The production of the first pair of cotton tights.

2005

- The establishment of DIWARI men's brand, the first 2000 pairs of new brand socks were sold by August.
- The issue of 15 millionth package of tights.

2001

- Development of own Conte brand.

2004

- The establishment of trademark for kids "Conte-kids".
- The launch of the first advertising campaign in the Republic of Belarus "Better to walk in skirts".
- The issue of 5 millionth package of tights.

2007

- The company's export shipments overtook sales in Belarus.
- 1000000 product units were sold in the Republic of Belarus.

2010

- Company "Conte Spa" received Brand Nr. 1 Award in Belarus.
- The issue of 50 millionth package of tights.

2016

- The launch of production of Conte lingerie.
- The first swimwear collection Conte.

2018

- The start of collaboration with Disney.

Disney

2012

- The company Conte Spa exports to more than 30 countries of the world, including Russia, Ukraine, Kazakhstan, Moldova, Armenia, Poland, Latvia, Lithuania, the Czech Republic, Estonia, Finland, Kyrgyzstan, Tajikistan.

2017

- The first Conte women's jeans collection.

Presence on the world market

Europe

 Albania	 Netherlands
 Andorra	 Norway
 Belarus	 Poland
 Belgium	 Romania
 Bulgaria	 Russia
 United Kingdom	 Serbia
 Hungary	 Slovakia
 Germany	 Slovenia
 Greece	 Ukraine
 Denmark	 Finland
 Italy	 France
 Latvia	 Czech
 Lithuania	 Switzerland
 Moldova	 Sweden
	 Estonia

Asia

 Azerbaijan
 Armenia
 Bahrain
 Vietnam
 Georgia
 Israel
 Jordan
 Kazakhstan
 Kyrgyzstan
 Mongolia
 UAE
 Turkmenistan
 Turkey
 Uzbekistan

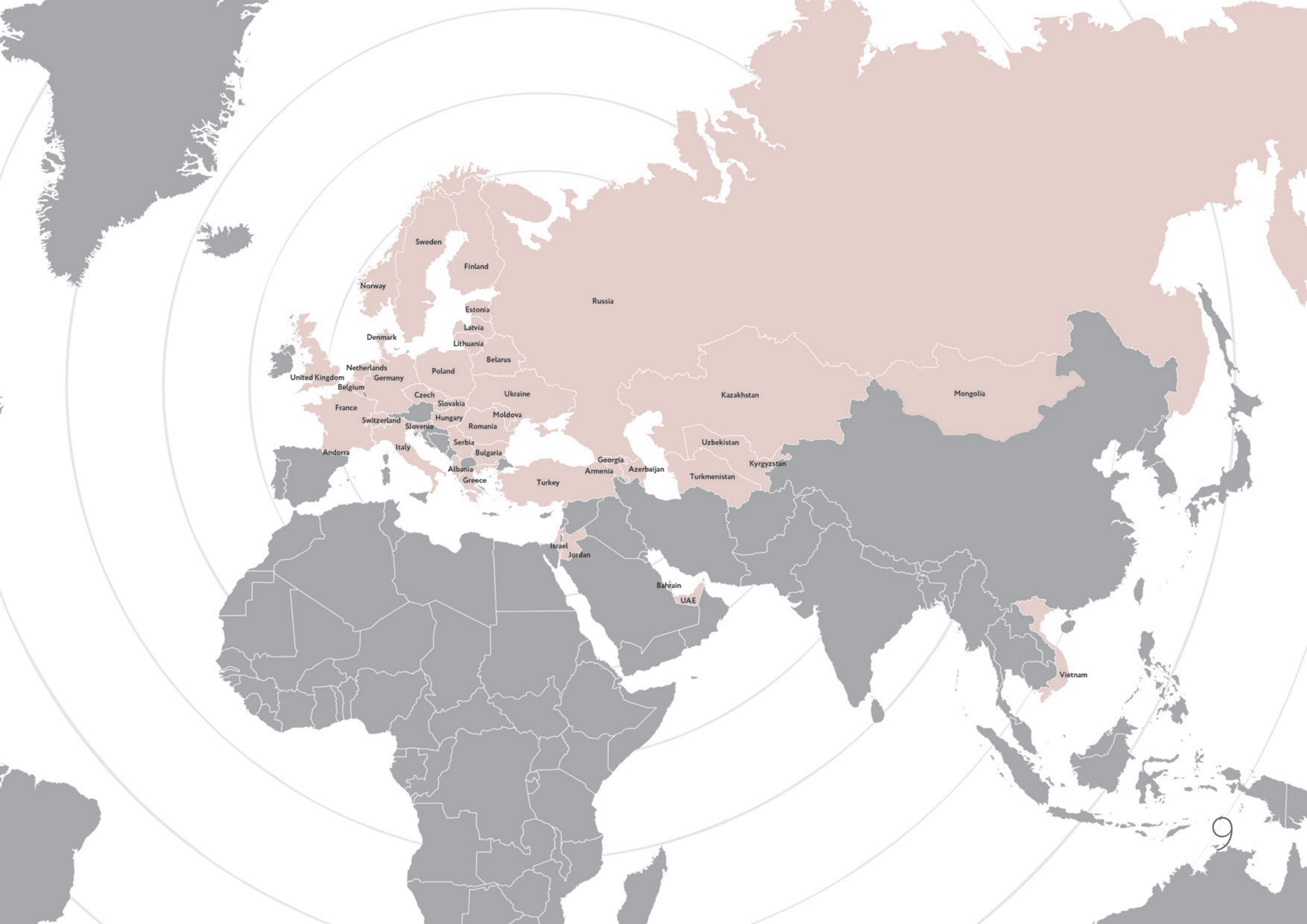
America

 USA
 Canada

Oceania

 New Zealand





Sweden
Finland
Norway
Denmark
Estonia
Latvia
Lithuania
Belarus
Poland
Czech
Slovakia
Hungary
Romania
Moldova
Ukraine
France
Switzerland
Slovenia
Serbia
Bulgaria
Albania
Greece
Italy
Andorra
United Kingdom
Netherlands
Belgium
Germany
Russia
Kazakhstan
Mongolia
Georgia
Armenia
Azerbaijan
Uzbekistan
Turkmenistan
Kyrgyzstan
Turkey
Israel
Jordan
Bahrain
UAE
Vietnam

Trademark "Conte elegant"





Under Conte elegant trademark the company produces a wide range of garments, lingerie and hosiery for women.

Timeless classic and trend design decisions are combined in Conte collections.

Particular attention is paid to the selection of high-quality materials and careful study of designs - all so that the girl feels light throughout the day and enjoys the reflection in the mirror.

Assortment

Tights

Classic, fantasy, warm, shaping tights.

Stockings

Classic, fantasy, wedding, over the knee socks.

Socks

Classic, fantasy, wedding, over the knee socks.



Garments

A line of everyday knitwear: dresses, tunics, t-shirts, skirts, leggings and jumpers combine maximum comfort and European style.

Jeans

Jeans collection is carefully designed in collaboration with British design studio FM Denim London.

Lingerie

Amazingly comfortable lingerie for a variety of types of female figures.

Swimwear

Separate and combined swimwear made from elastic and body-friendly Italian fabrics of premium quality.



Trademark "DIWARI"



DIWARI

MEN'S COLLECTION

DIWARI is a trademark for those men who value comfort, practicality and laconic style.

The collections of lingerie, casual knitwear and socks embody these three characteristics. All DIWARI models harmoniously combine natural fabrics with modern design.

DIWARI is men's logic of comfort!

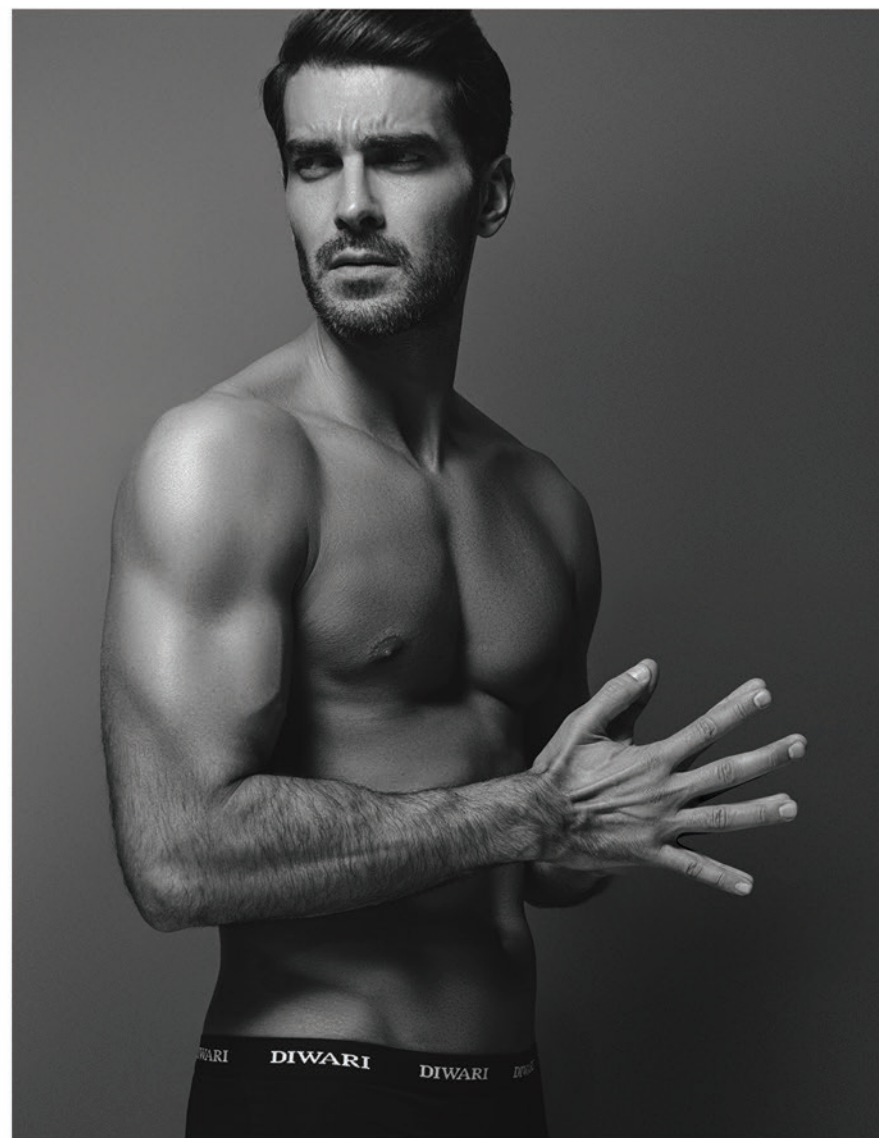
Assortment

Socks

Classic, warm, colorful, short and thin socks for any occasion.

Underwear

Soft and body-friendly underwear with a high cotton content (92% to 100%).



Thermal underwear

Thermal underwear DIWARI removes moisture during active movements and helps to keep warm in the cold season.

Polo neck T-shirts

Laconic polo neck T-shirts, turtlenecks and cotton T-shirts are designed for basic men's wardrobe.



Trademark Conte-kids





The Conte-kids trademark is represented by children's socks, tights and leggings for girls and boys.

The products are made from high quality combed cotton.

Thanks to this, the products are pleasant to the touch and durable.

Trademark «Conte-kids»

Tights

Warm and thin, elegant and casual tights made from high quality combed cotton.

Leggings

Incredibly comfortable, body-friendly leggings with a variety of patterns.

Socks

Bright, soft and comfortable socks for girls and boys.



Clothes

Stylish clothes for girls from soft cotton knitwear. Elaborate structural details, loose fit, colourful designs and absolute comfort.

Swimwear

Children's collection of swimwear is represented by bright prints, comfortable models and high-quality materials.



Company's retail

According to early 2020, the company's distribution network includes 55 stores located in Belarus, Ukraine and Kazakhstan.

-  Belarus – 36 stores
-  Ukraine – 16 stores
-  Kazakhstan – 3 stores



Conte stores are becoming a design space: muted colours, a lot of soft light and mirrors, stylish window dressing. Such an interior and attention to detail advantageously distinguish brand stores in the shopping centers.

Highly qualified staff, well-organized zoning, well-arranged navigation and direction system and a personalized loyalty program make shopping simple, convenient and enjoyable.

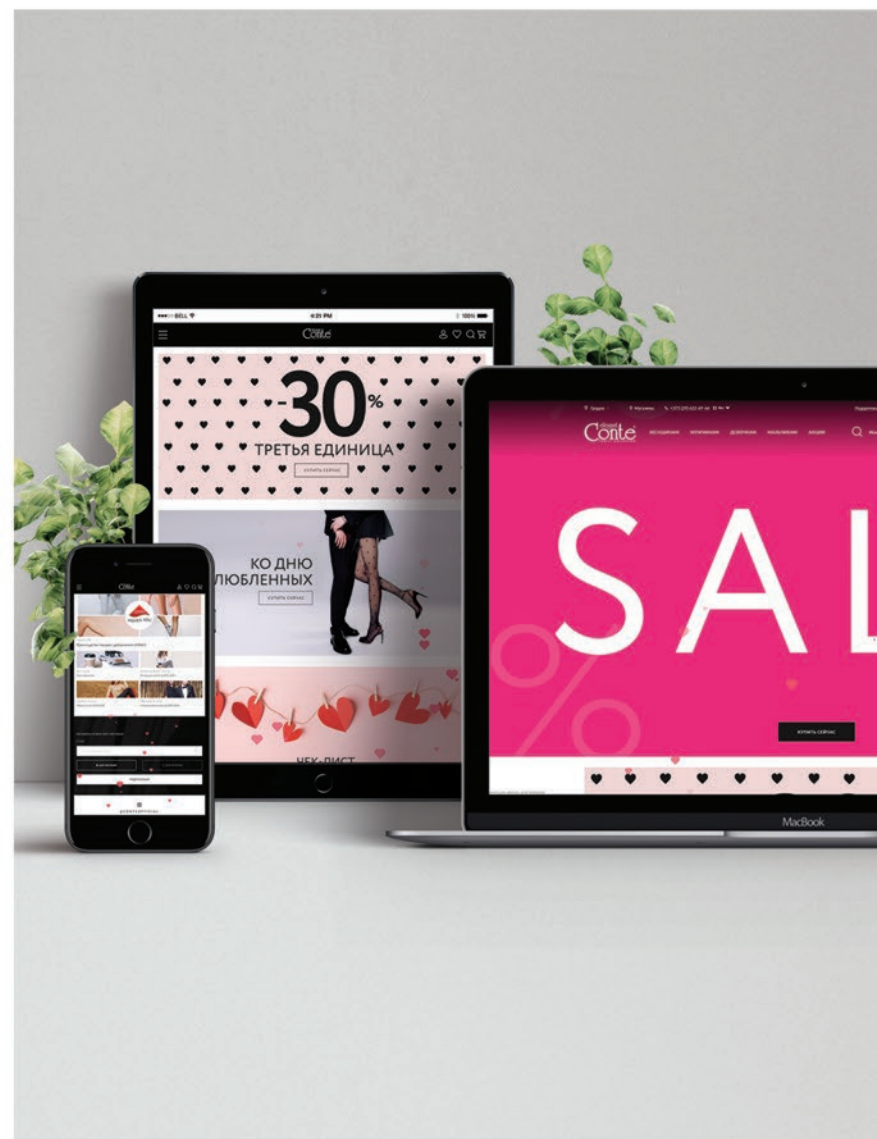


Online shop www.conteshop.com

In 2015 the Conte online shop was launched. Thanks to this, the company's products became available to customers from anywhere in Belarus, Russia, Ukraine and most European countries.

The conteshop.com online store offers customers convenient delivery methods with trying on, any form of payment and a simplified procedure for returning goods.

An up-to-date design, an intuitive interface, quick and easy registration, daily customer support using the call center and a personalized loyalty program make online shopping at conteshop.com convenient and enjoyable.



Wholesale Purchasing Portal **www.conteb2b.com**

Our own platform conteb2b.com was created for the convenient placement of a bulk order consisting of a large number of articles (more than 30 000 active SKUs) and automation of the entire business process. The portal also provides an opportunity for the registered customers to be the first to know about new products and track inventory balances online.

As of January 1, 2020, more than 20 distributors serving 14 000 customers are included in the conteb2b.com platform.

Thousands of orders and millions of € turnover were made possible thanks to an individual approach to each customer, a simplified electronic document management chain, a prepayment and installment plan system and prompt delivery as well.



Staff training

Conte Spa is constantly training its distributors, sales teams and partners.
To increase the team's expert level, the Conte-Team portal was created.

Training on the educational portal is available to all the professionals who work with Conte products.

According to the beginning of 2020 Conte-Team Portal includes:

- 35+ courses on company products and sales;
- 1500+ registered users;
- regularly updated information;
- tests for self-check.



In addition to the training portal, Conte Spa regularly holds webinars, organizes presentations, fashion shows of new collections and on-site trainings in groups. Contests and raffles with valuable gifts are held for additional motivation of specialists.





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