

MUST HAVE
women's fashion

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MUST HAVE - THE CLOTHES THAT THE FIRST LADY WORE

**ANYONE WHO EVEN SLIGHTLY VERSED IN THE UKRAINIAN BRANDS,
KNOWS ABOUT THE "MUST HAVE". BUT IF YOU HAVE NOT HEARD OF THIS
BRAND, LET'S FIX THE MISTAKE. ESPECIALLY IN THE CLOTHING "MUST
HAVE" IN PUBLIC ALREADY APPEARED EVEN MARINA POROSHENKO.**



THE BEGINNING OF THE “MUSTHAVE”

THE FOUNDER OF THE "MUST HAVE" ARE TWO GIRLS: ANASTASIA AND ANNA. THEY HAD A STORE, WHICH SOLD FOREIGN WOMEN'S CLOTHES. IN 2010 YEAR, THE GIRLS DECIDED TO SEW THEIR FIRST COLLECTION. IT TURNED OUT THAT IT DOES NOT HURT. AND THEN THEY WENT TO THE “WORST”: OPENING OF THE SHOWROOM, NEW COLLECTIONS, PRODUCTION IN KIEV. TODAY CLOTHES FOR "MUST HAVE" SEWS ALREADY A HUNDRED PEOPLE. DESIGN STILL DOING ANYA AND NASTYA, TOGETHER WITH A TEAM THEY DEVELOP PATTERNS, WHICH ARE THEN CIRCULATED IN THE WORKPLACE.



WHAT INSPIRES AND WHERE THE FABRIC?

- **"MUST HAVE" CLOTHING MAKES LIFE SO MUCH EASIER. FOR THEIR DRESSES DON'T NEED TO LOOK FOR AN EXCUSE. SO THE CHIEF MASTERMIND OF THE BRAND IS HIS CLIENT AND LIFE ITSELF.**
- **MOSTLY FROM TURKEY. YARNS FOR KNITTED CARDIGANS, SWEATERS AND DRESSES FROM BELARUS, FURNITURE POLISH.**



WHAT ARE THE DIFFICULTIES?

5 YEARS AGO WORK WAS VERY DIFFICULT BUT TODAY WITH LIGHT INDUSTRY SITUATION MUCH BETTER. THE MAIN PROBLEM - THERE ARE NO GOOD FABRIC MANUFACTURERS, ACCESSORIES AND EQUIPMENT. MANY PEOPLE BUY ABROAD, AND AT THE CURRENT RATE - ALL THIS WEIGHT IN GOLD. SO YOU HAVE TO GET OUT FOR A LONG TIME TO SEEK OUT GOOD FABRICS AT REASONABLE PRICES. SINCE "DROPPED" THE HRYVNIA, PRICES ROSE BY ONLY 100-200 HRYVNIA, BECAUSE THE MAIN PRIORITY - THE AVAILABILITY TO THE BUYER.

BRAND IDENTITY

THE BRAND CONCEPT IS SIMPLE — CLASSIC, CAPABLE TO SURVIVE MORE THAN ONE YEAR FASHION UPHEAVAL. WORK OR FUN — FOR THE CLOTHING BRAND "MUST HAVE" DRESS CODE IS NOT A PROBLEM, BECAUSE SHE'S OUT OF IT. CLOTHING DISTINGUISHES SIMPLE CUT, COMBINED WITH BEAUTIFUL COLOURED FABRICS. IF A PRINT, UNIVERSAL CELL AND STRIP, DIFFERENT VARIANTS OF FLORAL PATTERNS.



WHERE TO BUY?

EVALUATE AND PURCHASE MUSTHAVE CLOTHES CAN BE NOT ONLY IN THE ONLINE STORE, BUT ALSO IN ONE OF THE SHOWROOMS IN KYIV, LVIV, KHARKIV AND ODESSA.

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**TREAT YOURSELF TO THE COMFORT - BE
IRRESISTIBLE TOGETHER WITH SHOP
MUSTHAVE!**

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MUSTHAVE

THANKS FOR YOUR ATTENTION!