

TASHIR

External communications department

Press release

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Tashir presents new retail projects in Armenia

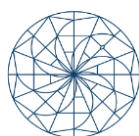
Tashir Group is expanding its retail business geography with three new brands in the Armenian capital. One of these is company's own household products network Good's House, and two more brands are taken up under franchise rights, namely KARE Design and BOGACHO. All of the new outlets opened at the recently-commissioned shopping center Tashir Street.

Good's House is Tashir's new flagship retail project. The first Moscow outlet opened in December 2015, followed by a second one. A little later Good's House spread to St. Petersburg and Tambov. The brand's appearance at Tashir Street marks the fifth opening and the first in Armenia. The 511 sq m hypermarket features fabrics and dishware, decorations and souvenirs, furniture and accessories and other products for the house and the outdoors cottage. Suppliers include leading Russian and international manufacturers.

KARE Design is an international maker of designer furniture and interior decorations and a newcomer to Armenia. The company, founded in 1981 in Germany, has some 200 stores in 40 cities of the world. The outlet at Tashir Street will open in mid June. The 300 sq m store will carry about 5,000 different furniture and house accessory items.

The Russian maker of products for the interior and living space accessories BOGACHO also makes its first appearance in Armenia. The 127 sq m store will sell furniture, interior decorations, dishware, sculptures and art objects—over 2,500 products in all. The brand uses natural materials and most of its goods are hand-made.

Tashir Group has been growing its Russian retail business for more than a decade. In 2015 the company launched several new projects, including the flagship Take Away department store at the RIO mall in Kievskoye Highway, Moscow, last December. The store spans over 15K sq m. In November 2015 the holding launched its Ферма.рф network of grocery stores selling a wide assortment of Russian farmer produce.



Information:

Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers over 25 cities of Russia and neighboring states. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail estate. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

Tashir Street mall

The 12K sq m GBA mall is located under the Yerevan's main pedestrian street, North Avenue. This underground section, given to stores, is a 1.5 km-long and 10 m-wide arcade strip. The 5K sq m GLA shopping gallery features clothes, perfumery and cosmetics stores, jewelry and accessory boutiques, electronic goods shops, and cafés. The new operators using the mall as their entering point to the Armenian market include New Balance, Togas, Kare Design, and more.

Contact

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