

GOBI
MONGOLIAN CASHMERE

GOBI
Cashmere

November
2023





Company overview

GOBI began in 1981 as a state-owned company specializing in 100% premium cashmere.

Since then, GOBI has become, and remained, the first and for most leading cashmere company in Mongolia.

GOBI has developed alongside the country and its people by preserving their traditional nomadic roots all the while incorporating modern technology and innovation. GOBI has established itself as a brand that supports the livelihoods of nomadic herders and the local community while also promoting environmental and animal-friendly practices.

GOBI has established a global presence in **Europe**, the **North America**, and **Asia** through its e-commerce websites and digital platforms since 2019.

PRODUCT DEVELOPMENT

Wide range of product categories from **KNITWEAR** to **COAT** and **SNEAKERS**.



KNITWEAR

1981

- Sweater
- Cardigan
- Pants Skirt
- Hat, gloves
- Scarf, shawl
- Socks



WOVEN

2007

- Scarf
- Blanket
- Poncho
- Shawl
- Fabric



PRINTED

2010

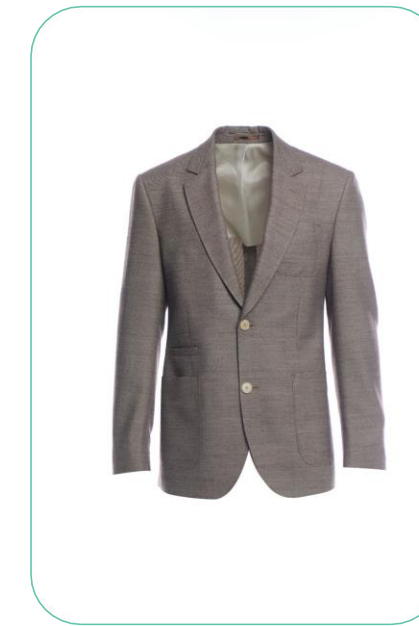
- Printed shawl
- Templated shawl
- Printed sweater



COAT

2014

- Reversible coat
- Coat
- Trench coat
- Jacket



SUIT

2019

- Blazer
- Trousers



CASHMERE SNEAKERS

2023

- High sneakers
- Low sneakers



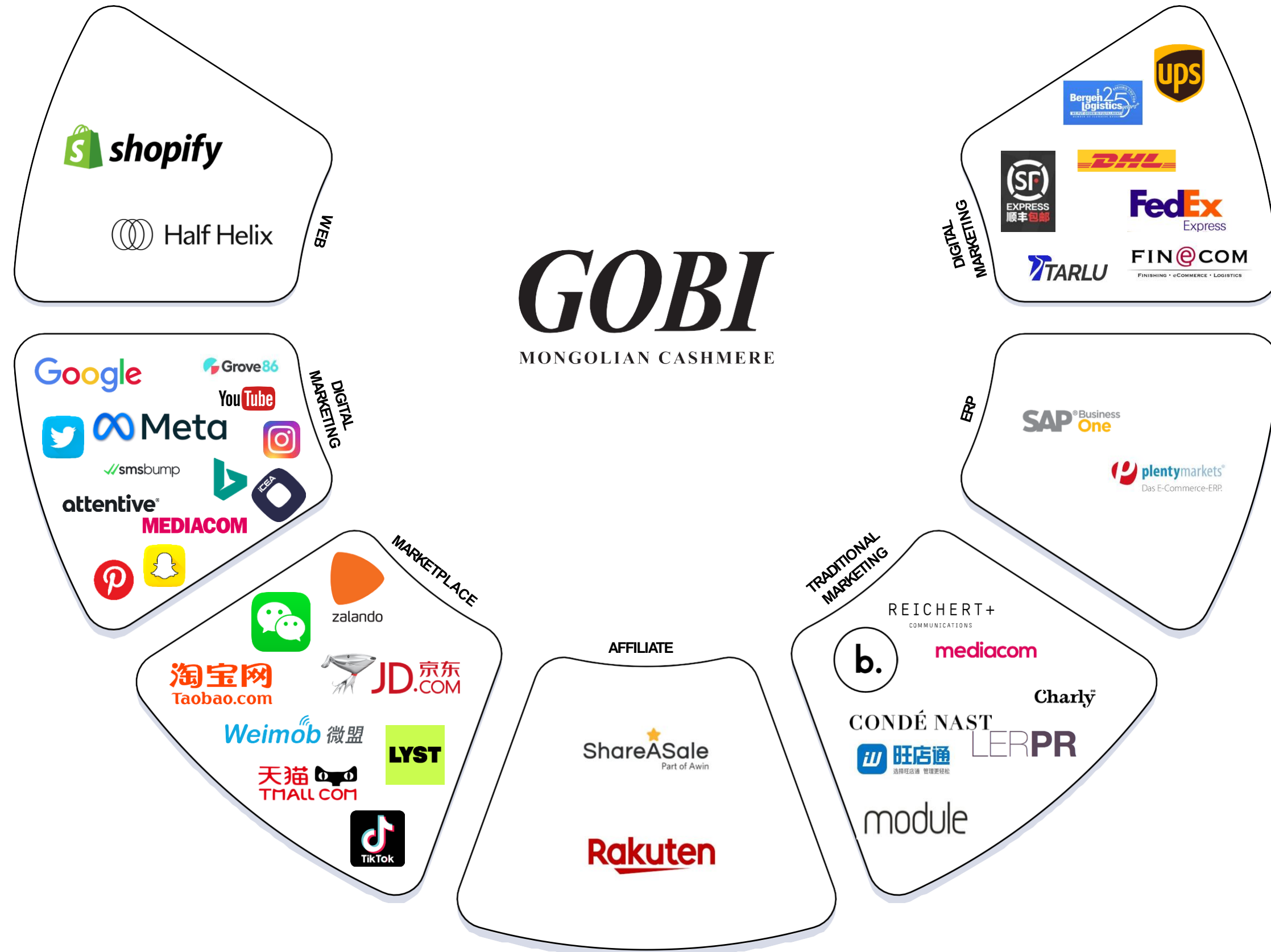
THE LARGEST CASHMERE STORE IN THE WORLD

GOBI Cashmere has 2 stores located in the capital of Mongolia. **GOBI Galleria** store and **GOBI Factory** store.

Our brand new Mirage store allows customers to enjoy their experience with a amazing modern architectural design and hosts fashion shows as well as a cafe to relax whilst shopping.



GLOBAL PARTNERS



DIGITAL MARKETING DIVISION

DIGITAL MARKETING Teams

Social Media

Facebook &
Instagram Ads
TikTok
Pinterest
Twitter

Search Engine

Google Ads
Youtube Ads
SEO

CRM

Customer Base
E-Mail Marketing
SMS Marketing



10+ MANAGERS, CONSULTANTS,
SPECIALISTS



10+ VERIFIED ACCOUNTS ON
SOCIAL PLATFORMS



350+ EMAILS BUILT AND SENT
WITH SALESFORCE TO EACH CUSTOMER

AWARENESS

- Facebook
- Instagram
- YouTube Ads

CONSIDERATION

- Facebook
- Instagram
- Google Ads
- SEO

CONVERSION

- Facebook
- Instagram
- Google Ads
- SEO
- CRM

CUSTOMER RELATIONSHIP

- Newsletter
- SMS Marketing
- Customer Base

RETENTION

- Newsletter
- SMS Marketing
- Remarketing

TRADITIONAL MARKETING

TELEVISION

Representatives from CNN came to Mongolia and toured the GOBI factory and store for their "Made in" TV series

INFLUENCERS, CELEBRITIES

Our collaboration with influencers and celebrities are 60% branding and 40% sales focused.

+700

PRESS MEDIA

GOBI was featured in top tier magazines such as; Vogue, GQ, L'officiel, ELLE, Harper's Bazaar, The Magazine, Evening Standard, Forbes, Glamour

MAGAZINE, MEDIA

Our media coverages are 100% focused on branding and increasing SEO.

+500

INFLUENCERS, VIP

GOBI was worn by A list celebrities from actors to singers and fashion icons such as; Maye Musk, James Gunn, Robin Thede, Kit Connor, Alison Brie, Pope

OOH

Our execution of OOH consists of 70% branding and 30% sales focused.

+30

EVENT, PRESS DAYS

Our execution of events and press days are mainly focused on branding. For pop ups and organized stands in which our products can be purchased we contribute to sales.

+20



With so many new sneakers being unleashed into the world every week, finding the ones that are actually worth owning can be a proper chore. The GQ fashion team are here to help with our weekly guide to the best trainers we've seen over the past seven days.

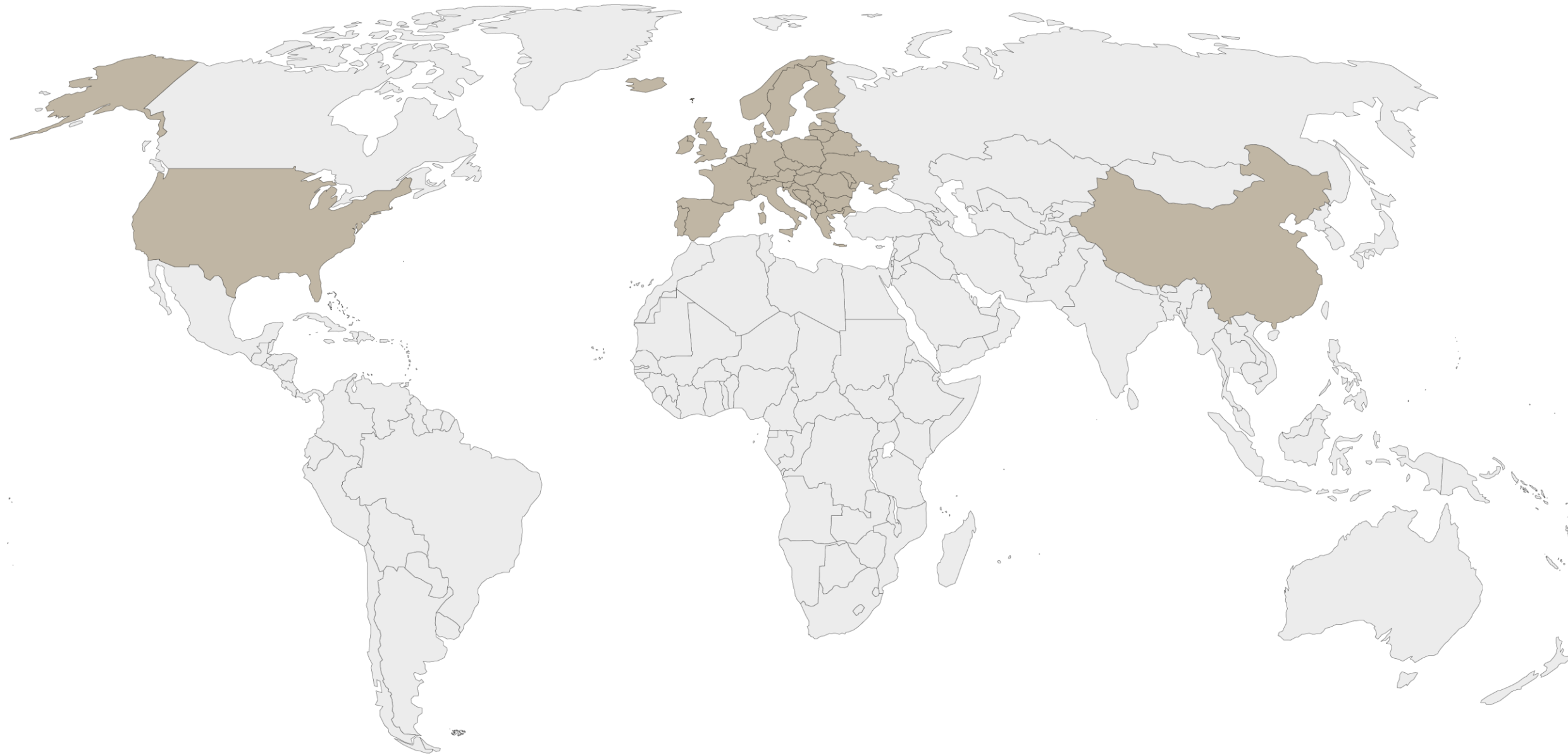
From the latest Vans collaborations to limited-edition Nike and Adidas trainers that have, you know, been made to actually run in, this feature is our ultimate guide to finding a brand-new pair of kicks. If you're still not satisfied after this lot, check out our guide to the greatest men's trainers of 2023 for even more.



Gold Trainers
GOBI, the Mongolian cashmere lords, have dropped trainers. Yep, that's right: you can now wear cashmere, quite.



GLOBAL SALES OPERATIONS



EU

1. www.gobicashmere.com/de
2. www.gobicashmere.com/fr
3. www.gobicashmere.com/dk
4. www.gobicashmere.com/se

5. www.gobicashmere.com/it
6. www.gobicashmere.com/pl
7. www.gobicashmere.com/es
8. www.gobicashmere.com/cz
9. www.gobicashmere.com/fi

US

1. www.gobicashmere.com/us

UK

1. www.gobicashmere.com/uk

CN

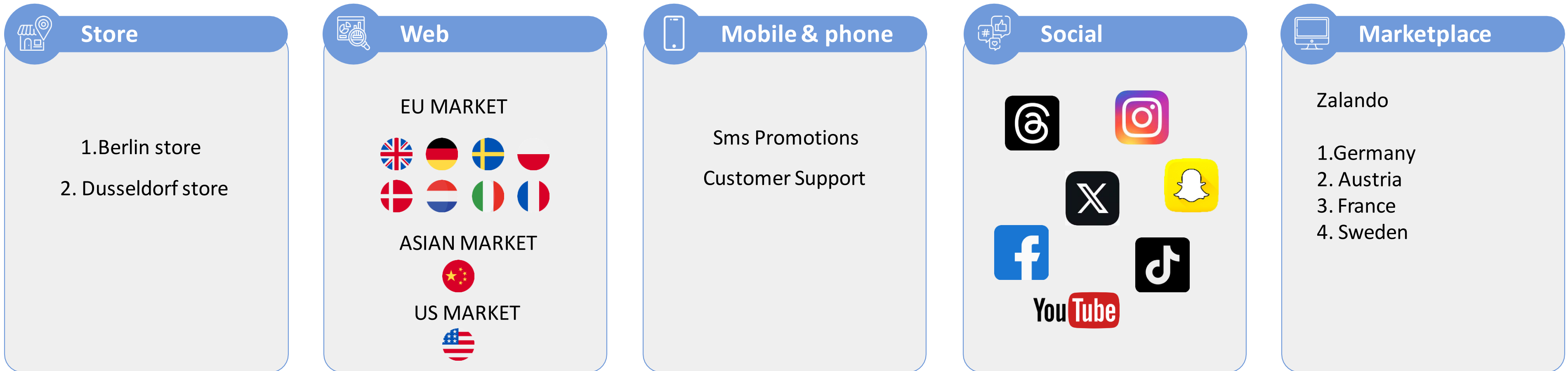
1. Tmall
2. JD
3. Taobao

PHYSICAL STORES

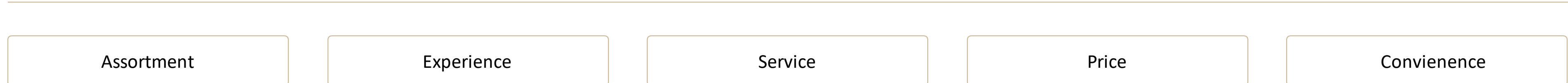
1. Berlin store
Germany

2. Düsseldorf store ,
Germany

OMNICHANNEL



THE FIVE DIMENSIONS OF ELEVATED OMNICHANNEL EXPERIENCE:





GOBI
MONGOLIAN CASHMERE

**THANK
YOU!**