

trafficseven



management 360

brand
development

audiovisual
language

digital
marketing

e-commerce

web
design

why work with us

- 1. Our unique blend of Creative and Business management skills translates into a 360 degree understanding of the Fashion and Luxury Industries.** We foresee how a decision made by one team or business unit will impact the rest of the organization, avoiding the all too common disconnection that happens when highly specialised professionals work on specific projects without a proper connector and a valid implementation strategy.
- 2. Our experience spans top industry brands as well as small operations and start ups.** We are fully aware of the human and financial challenges that our clients will face when embarking in new projects and we know how to adapt to the different circumstances.
- 3. We have worked all around the planet, adjusting to the different characteristics of each market.** A strategy that may be perfect for New York will most probably not work for China...
- 4. We deliver our promises and turn Strategy into Action.** Traffic Seven commits to never setting unattainable or theoretical goals, working with our clients on an implementation plan as well. We talk the talk and walk the walk!
- 5. For those who need answers to specific questions in an efficient way, we have created THE LABS: hourly, daily and weekly sessions** just like appointments with a coach, doctor or spa, with zero pain. These can be remote or in person, based on needs.

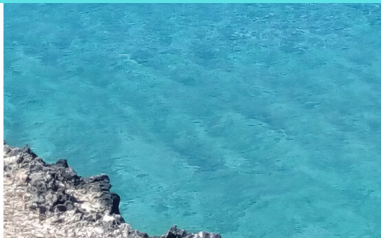
mission

Introducing a new, **Responsible approach to Brand Development, Design, Digital Marketing, Production and Distribution**, with special focus on implementation and project management excellence to ensure that **Strategy translates into tangible Results**.

"Having witnessed the planet's health decline to a worrying point, especially over the last 15 years, I felt compelled to take action and introduce positive change in our daily business life.

Trafic Seven helps businesses analyse current models and redefine objectives to drive on a more efficient road to success while boosting performance, quality and reputation. Most importantly, we make sure these actions are kind to Planet Earth."

Olga Dolapsakis - Founder



management 360

Brand development & activation
Brand management
Business intelligence
Process optimization
Operations / Supply chain management
Product strategy

brand development

Brand identity & design
Brand activation
Style guide production
Graphic design services
Web design
E-commerce set up

e-commerce

Web + E-shop design
Product management
Collection editing
Life cycle planning
Online merchandising
Fulfillment process and set up

supply chain

Forecasting/planning
Supplier management
Warehousing
Inventory management
Social responsibility
Environmental impact

digital marketing

Strategy and planning
Implementation
Social Media management
Influencer marketing
Quality content production
Copy writing & translation services

audiovisual language

Language & emotion
Graphic design
Video production
Photography
Illustration work
Animation

web services

Branding services
Design and Strategy
UI/UX
Content production
Translation services (specialized)
Launch support

product

Strategy
Product management
Product development support
Merchandising
Price & positioning
Go-to-market plan





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