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FAMILY AFFAIR – KACHOROVSKA ATELIER

Alina Ocheretyana is an ideologist and manager of Kachorovska Atelier, a shoe studio with a 50 - year history. Together with her mother Elena, her husband Ruslan, uncle Gennady and his cousin Yana, they revive the culture of making shoes on demand in Ukraine and restore unique production technologies. Giving everything to their favorite work, each of them remembers, the main thing is the trust and support of the loved ones [2, p. 1].

The first studio Kachorovska opened in 2013. Today Kachorovska is a production in Zhytomyr and studios, shops and cafes in Kiev. The team has more than 100 employees. In addition to tailoring shoes and custom-made handbags, the brand produces its own line of women's, men's and children's footwear and accessories [1, p. 2].

The history of the Kachorovska brand in the capital began 10 years ago from a small office, where only individual orders were accepted. Over time, the number of orders gradually increased. Subsequently, the brand launches its own line of products, not only for individual orders.

The production processes are managed by Alina's mother, she is a shoe technologist on the profile. The duty of Alina herself is the work of the team, as well as the design of shoes with designers. "And all the furniture that you see in our coffee shops is the work of Ruslan, my husband," Ocheretyana shares. - "We have not used the services of an interior bureau for a long time: Ruslan himself develops a design and embodies it with his masters." "We are very much working on customer service" [4, p. 3]. Such care is due to the fact that this Ukrainian brand has grown from the studio, observes Alina Ocheretyana, and adds: "We are accustomed that everyone should get individual experience and customer service. All our customers arriving at

the store receive exactly the same approach as those customers ordering an individual model at the studio.

"Kachorovska stands out among others by always trying to set an objective price on their own shoes and maximally highlight in social networks all made efforts, emphasizes Alina. According to the co-founder, even Italian suppliers, in which the brand buys various materials, such as heels, respond positively to their pairs of shoes [3, p. 2].

REFERENCES

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