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Vogue Ukraine: how TSUM Kyiv works with more than 300 Ukrainian fashion brands



In an article published on 15 September, Vogue Ukraine looked at how our department store [TSUM Kyiv](#) builds partnerships with Ukrainian designers. The store offers more than 300 Ukrainian brands and runs its Ukrainian designers department as a full business model. TSUM Kyiv managers explained how they select brands and what designers need to grow in large retail: a strong product, stable production, clear pricing and regular work with customers.

What did Vogue Ukraine write about TSUM Kyiv?

Vogue Ukraine described TSUM Kyiv's work with Ukrainian designers as a systematic area of work that the store has developed over many years. The article followed the conference "New Rules of the Game. Strategies for Resilience and Real Sales 2026/2027", organised by Ukrainian Fashion Week and white rabbit agency and hosted by TSUM Kyiv on 2 September for the second time.

In the store, Ukrainian and international brands compete for the same customer, mainly through their products. According to the article, local designers have one clear advantage: they can react faster and better understand the needs of Ukrainian shoppers.

How does TSUM Kyiv choose Ukrainian brands?

TSUM Kyiv selects brands based on analytics, experience and the commercial potential of each product. The store looks at design, quality, materials, fit, brand identity and whether the price matches the value. It also considers the target audience, stable production, marketing activity, reputation, and legal and financial transparency.

*"Today TSUM offers more than 300 Ukrainian brands, and as the market grows, we can be more selective in our choice. First of all, we look at the TSUM customer and their needs," said **Oksana Shevchenko, Ukrainian Designer Partnerships Manager at TSUM Kyiv**, as quoted by Vogue Ukraine.*

What should Ukrainian designers do to succeed in large retail?

Brands should know their customers, offer a clear and consistent product range and update it regularly. TSUM Kyiv also advises them to keep the same prices across all sales channels, be ready to increase production as sales grow, and manage their own communication.

How do collaborations help Ukrainian brands sell more?

New drops, capsules and limited products give customers a reason to notice a brand now. TSUM Kyiv has created such projects with FROLOV, Kachorovska, Poelle, Vika Adamska, and T.Mosca together with the artist MONATIK.

*"Collaborations work when they create a new product, not just a news story. If the result is a collection that customers really want to buy, such a partnership works for both image and sales," said **Kostiantyn Putylenko, Marketing Director at TSUM Kyiv.***

How is the Ukrainian shopper changing?

As Vogue Ukraine notes, Ukrainian shoppers are making more conscious choices and want to understand what they are paying for. Events, service and the chance to try products in person remain important.