

## Cherchez la femme

***Problem:** massive and non-functional cases for iPhone*

---

***Solution:** Robert case*

---

***Designer:** Marcel Robert workshop*

At the beginning of 2012 the Frenchman **Herve Marcel Robert** hereditary leather craftsman and the owner of Marcel Robert workshop presented to his Russian wife, a journalist, **Arina Slabko** iPhone. Arina loves perfect products and she confessed she was ready to turn Moscow upside down only to find the desired thing. Getting an iPhone as a present she decided to buy for it “a super fine case of natural leather that would protect and also would clear the screen”. But she didn’t find.

Her husband helped Arina: for several months the family was trying in their workshop to make the leather of the future case to become hard and that means more wearproof and at the same time flexible. Alexey Noniashvily helped to design the final version – the perfect product has been produced within 29 days and for 100,000 rubles. The members of the Factory of Perfect Products have invented a special film for the case cover with internal surface microfiber (synthetic cloth made of microfiber): it protects and at the same time clears spots of grease and stains from the screen, it doesn’t thicken the case and doesn’t let the leather to turn into a cloth.

In August 2013 the retailer re:Store got interested in the products of Arina Slabko and Herve Marcel Robert. **As Lyudmila Semushina** head of public relations department (promotes re:Store, Samsung, Sony, Nike, LEGO) says the company needed at that moment renewal of assortment of cases made of natural leather of premium class. The leather for Robert cases the family buys in France – at the plant that supplies materials for Hermes, Louis Vuitton and other famous brands. During half a year of the collaboration re:Store has sold more than 500 Robert cases. And not long ago Marcel Robert workshop concluded a contract with one more major player – Aeroflot. In May Robert cases went to sky in the direct meaning of this word — now the cases are represented in the catalogue of Sky Shop and are sold at the flights of the air company. The cost of the accessory makes from 5 to 26 thousand rubles depending on the leather (calf or alligator).

“Before we bought the raw material measuring in pelts, now – in cows”, jokes Arina Slabko speaking of rates of cases sales growth. Every month the workshop produces 1 thousand accessories for iPhone, by the end of the year this figure should increase three times more. Now Marcel Robert workshop is negotiating with two Russian retail chains. Besides this year Marcel Robert cases will get to European market, first of all to the market of France, Herve’s homeland. The family of entrepreneurs expects that according to the results of this year the income of the workshop from gadget accessories sales will increase minimum twice – from existing now 1 million rubles to 3 million rubles per month.