

Hidden Champions from Russia

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Do you know this brand?

- Russia is famous for ballet (classical Russian Ballet)
- Est. in 1989 by entrepreneur N.Grishko
- Company Grishko is # 3 in the world of ballet Pointe shoes production



Lessons from Grishko:



- **Mission:** To be ambassadors of Russia.” “Made in Russia” on every piece of product which fit the image of the best Russian ballet talents.
- **Secrets of production**
- **Social responsibility:** new working places for disabled people; support for young and talented Russian ballet dancers, flexible and achievable prices for Russian consumers (quality vs. price)
- **Training talents** (production workers, managers)
- **Growth through diversification**