



edition Spring 23

# FASHION STYLE

R U S S I A

INTERNATIONAL EXHIBITION OF CLOTHES, SHOES,  
ACCESSORIES AND SERVICES

**14-17**

FEBRUARY

2023

CROCUS EXPO  
PAVILION 1





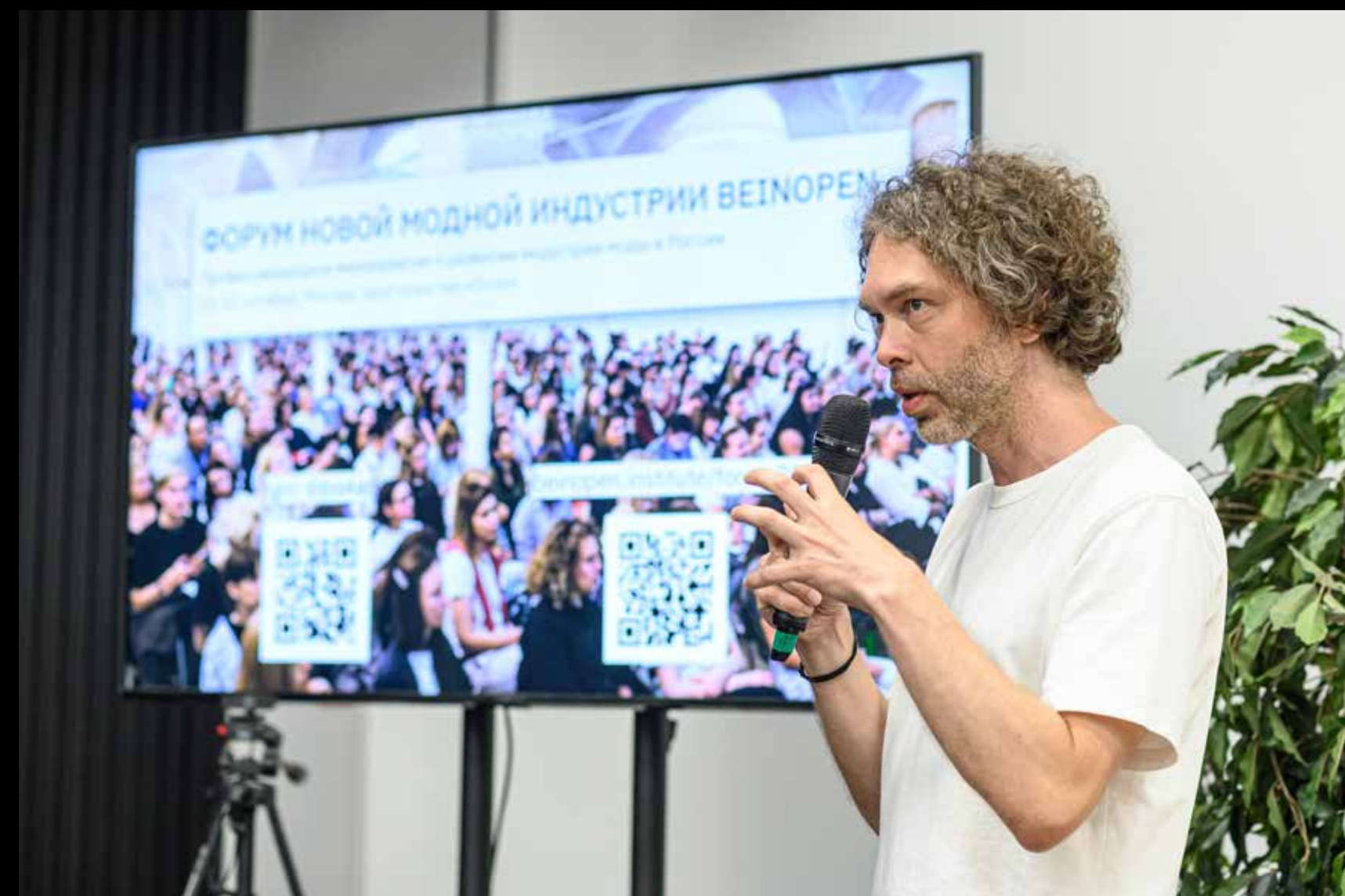
## Exhibition in numbers



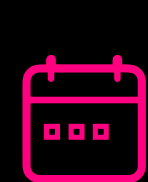
**140**  
brands



**4680**  
visitors







**4**

exhibition days



FASHION STYLE RUSSIA  
BUSINESS FORUM:

**30** events

**90** speakers

**1480** participants



**4730 M<sup>2</sup>**

of exhibition space



FASHION STYLE PODIUM  
**15** shows of buyer's collections



Fashion Guard

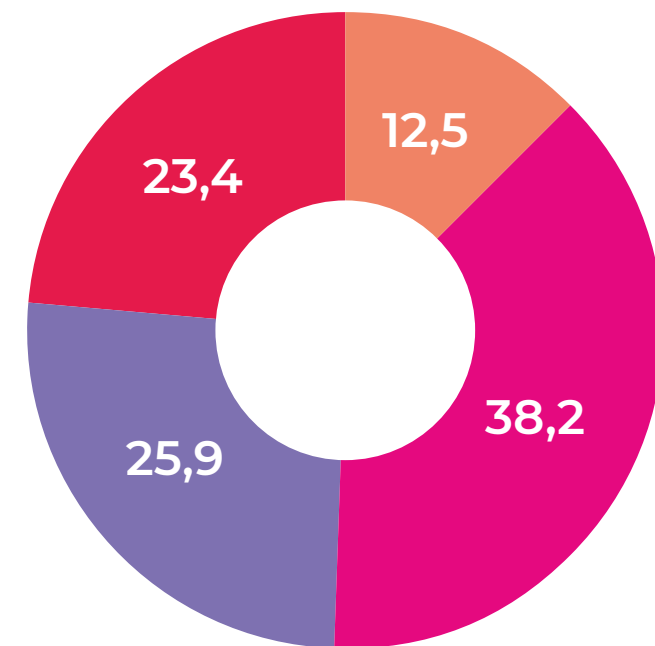


Career Center Fashion Style Russia



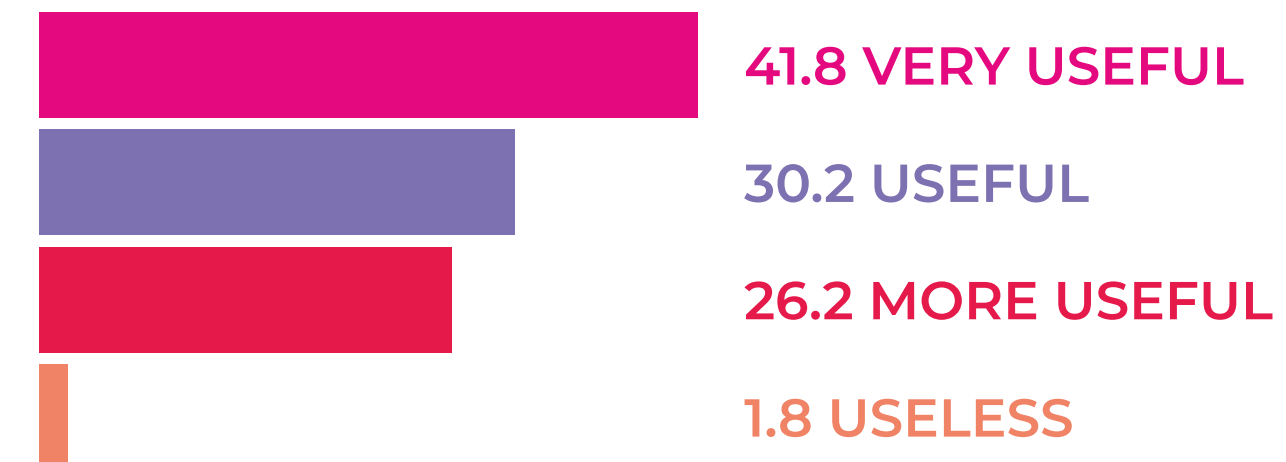
# Exhibitors:

## PRELIMINARY RESULTS OF PARTICIPATION IN THE EXHIBITION (PERCENTAGE)



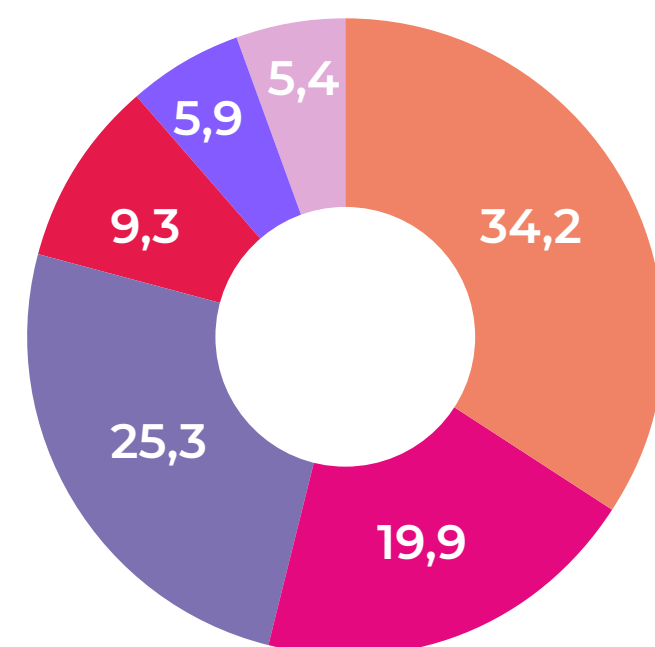
MET WITH CLIENTS / PARTNERS  
GOT UPDATED INFORMATION  
ABOUT MARKET TRENDS  
FOUND NEW CLIENTS / PARTNERS  
ORDERS MADE

## HOW USEFUL FOR EXHIBITING COMPANIES WAS THEIR PARTICIPATION IN THE EXHIBITION FOR FUTURE SALES (PERCENTAGE)



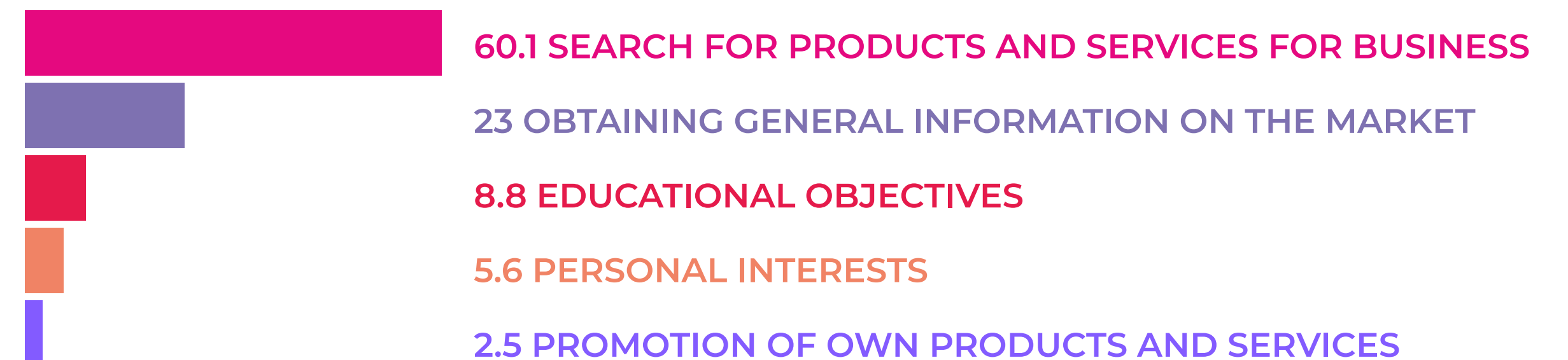
# Visitors:

## POSITION LEVEL (PERCENTAGE)



COMPANY MANAGERS  
INDIVIDUAL ENTREPRENEUR  
BAYER  
DEPUTY HEAD  
DEPARTMENT HEAD  
OTHER

## PURPOSE OF VISITING THE EXHIBITION (PERCENTAGE)





MOSCOW [CROCUS EXPO]

14.02–17.02.2023

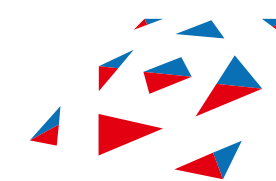
# International Exhibition & Networking

**The only international exhibition** in Russia that brings together all segments of fashion: women's, men's, children's clothing, underwear, fur and leather, shoes, bags, accessories, home textiles, services.

**Industry platform** with a seasonal presentation of trends and new products autumn/winter and spring/summer. The exhibition is held within the framework of the Russian Week of Textile and Apparel Industry 2 times a year.

**A community of professionals** to share experience and create new collaborations.

**FASHIONEXPO.RU**



RUSSIAN  
EXPORT CENTER

EXIAR  
EXIMBANK OF RUSSIA





# FASHION STYLE IS:



## CLOTHES

WOMEN'S, MEN'S, CHILDREN'S CLOTHING,  
SPORTS CLOTHING, LINEN, FUR,  
HOME TEXTILES

### TREND ZONE

is the central platform  
for demonstrating top  
models of the exhibitors'  
collections



## SHOES & ACCESSORIES

WOMEN'S, MEN'S, CHILDREN'S SHOES,  
SPORTS SHOES, BAGS AND ACCESSORIES



### Franchise showcase

the best franchise offers in fashion retail



### Podium

shows of new collections,  
live broadcasts with bloggers  
and stylists



### Services & Consulting

logistics, marketing, new technologies,  
training



### Industry Insights

business program, pitch-sessions,  
lecture hall



### Digital Library

coworking with a library of trends,  
patterns, prints



### Fashion Lab

textiles, leather, synthetic,  
artificial materials



### ESG & Design

sustainable materials,  
sustainable design solutions







### ALEXANDRA SAKAEVA

Director of the international exhibition of shoes and leather goods SHOESSTAR, international trade fair for clothing and accessories FASHIONSTAR-Siberia, online purchasing platforms BUYERSTAR.ru, directory of shoe companies SHOESWORLD.



### ANDREY RAZBRODIN

President of the Russian Union of Textile Entrepreneurs and apparel industry.  
Member of the Public Council of the Russian Ministry of Industry and Trade.  
Member of the Board of the Russian Union of Industrialists and Entrepreneurs. Chairman of the Textile Committee and apparel industry of the Russian Chamber of Commerce and Industry.

Initiative  
SOYUZLEGPROM,  
Russian exhibition  
operator **SHOESSTAR**,  
development-oriented  
national design and promotion  
on the world market.



# Our tasks

- Bring the continuity of experience to a new level generations in Russian design
- Unite all participants on one platform Russian fashion market
- Form an industry policy for lobbying industry interests
- Open access to global trends and modern competencies
- Promote sustainable design approaches and ESG standards
- Develop business connections and professional exchange locally and globally
- Raise the level of competitiveness of Russian companies
- Support Russian brands in the pursuit of development and commercial success





# You'll get



New ideas and tools  
to increase sales



Networking with industry experts,  
bloggers and fashion designers



Base expansion  
potential clients



Professional support  
and individual approach  
to attract buyers  
to the site



Possibility to conduct direct  
negotiations with buyers from  
wholesale companies, federal  
and regional networks,  
non-network retail



Opportunity to work  
ahead of the curve by studying global  
trends, assortment and pricing  
competitor policy



platform to showcase your  
products and brand promotion



# We offer

## WELL THOUGHT OUT SERVICE

- Marketing support 360°  
(mailing, publishing news  
companies on the website, in social networks  
and print media)
- Provision of a ready-made stand  
turnkey, incl. shelves/rails.
- Newsletters with information about your  
brand/company based on FSR  
(over 40,000 addresses)
- Special conditions for participation  
in screenings and placement  
in the trend zone
- Hotels at preferential prices
- Free coffee breaks and meals



## SUPPORT BUSINESS

Opportunity to get  
government subsidies  
to participate in the Russian  
exhibition



## LEGPROM.CLOUD

Your complete free  
wholesale online store,  
ready-made B2B E-commerce  
solution for manufacturers  
and distributors



## CONVENIENT LOCATION

The exhibition is at its best  
exhibition complex  
"Crocus Expo"

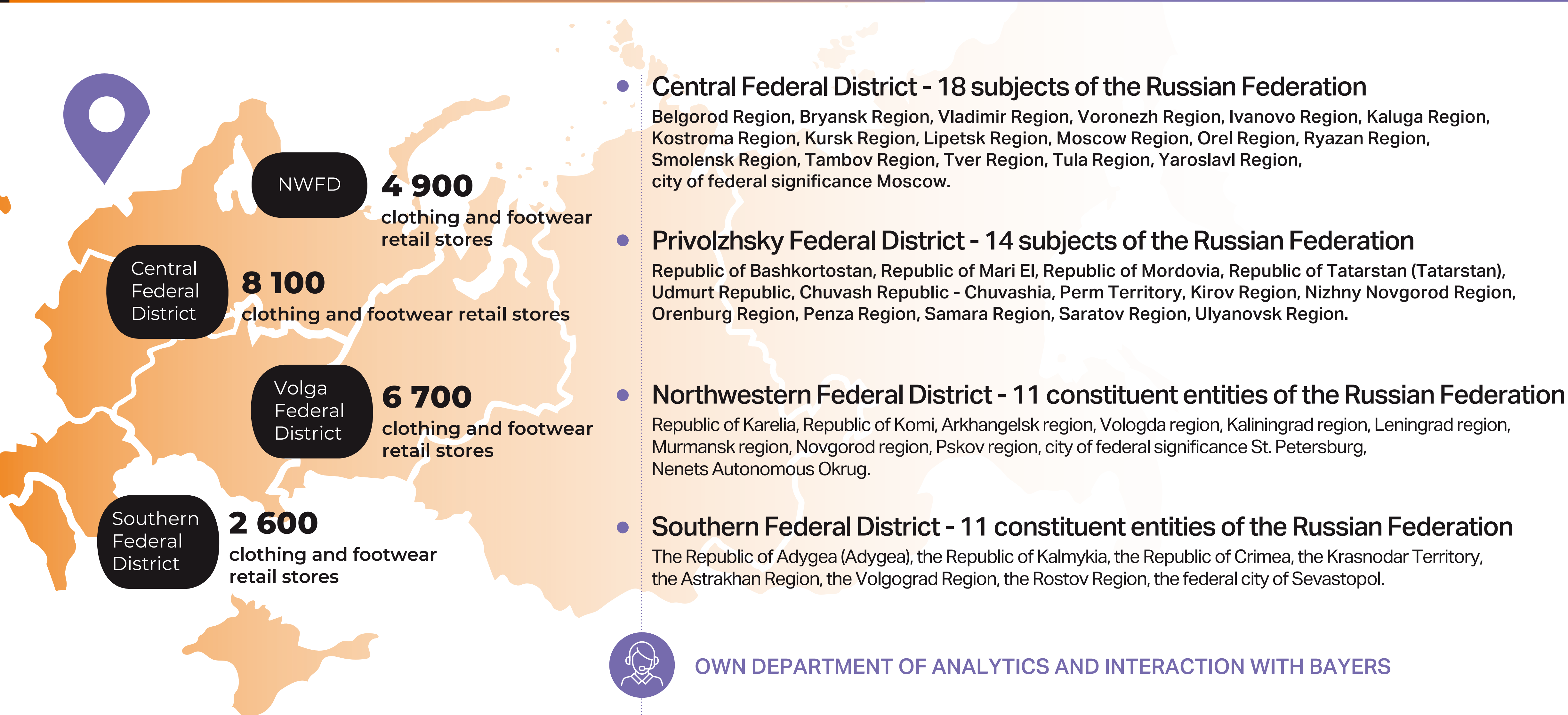
Metro "Myakinino", Moscow region,  
Krasnogorsk district, Krasnogorsk,  
st. International, d.16

Free transfer from hotels





# Geography of buyers





# Example of booth filling

6–12 m<sup>2</sup>



- Carpet 6–12 m<sup>2</sup>
- Perimeter walls
- Hanging console or shelf in one row, along the inner perimeter of the stand
- Chairs - 2 pcs
- Table - 1 pc.
- Spot scone - 3 pcs  
Socket - 1 kW  
Trash can
- Fascia board H=300 mm, open side of the stand
- The name of the company on the frieze board in the form of pasting full color 1 r.m.



# Example of booth filling



15 – 30 m<sup>2</sup>

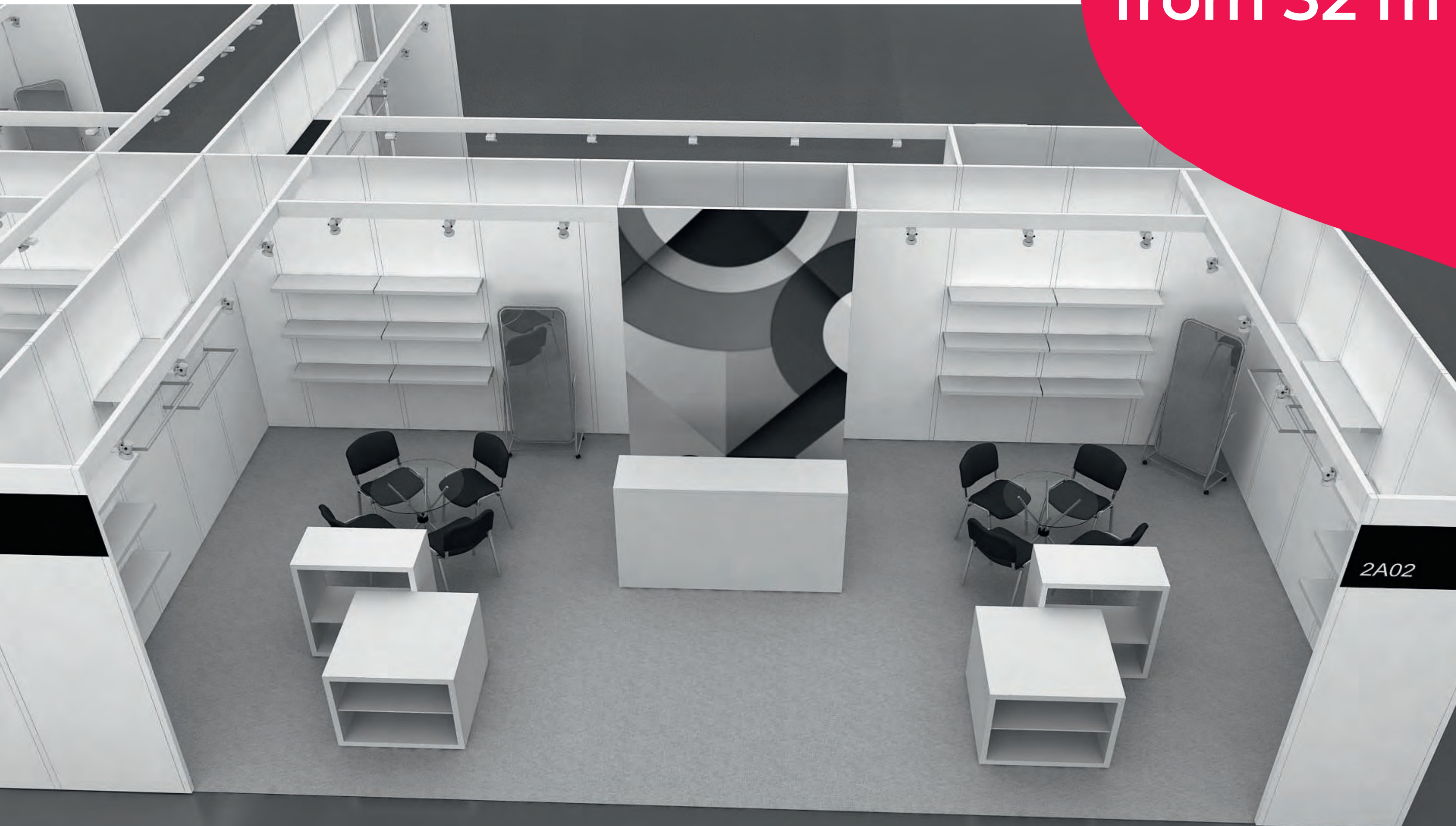


- Carpeting throughout stand
- Perimeter walls H=3 m
- Hanging console or shelf in two rows, along the inner perimeter of the stand [not attached to the corner]
- Information desk — 1 pc.
- Chairs - 4 pcs
- Table - 2 pcs
- Mirror outdoor mobile - 1 piece
- Metal halide spot scone for every full 6 m
- Socket - 1 kW
- Trash can
- Fascia board H=500 mm, open side of the stand at a height of H=2.5 m
- The name of the company on the frieze board in the form of pasting full color 1 m long seal



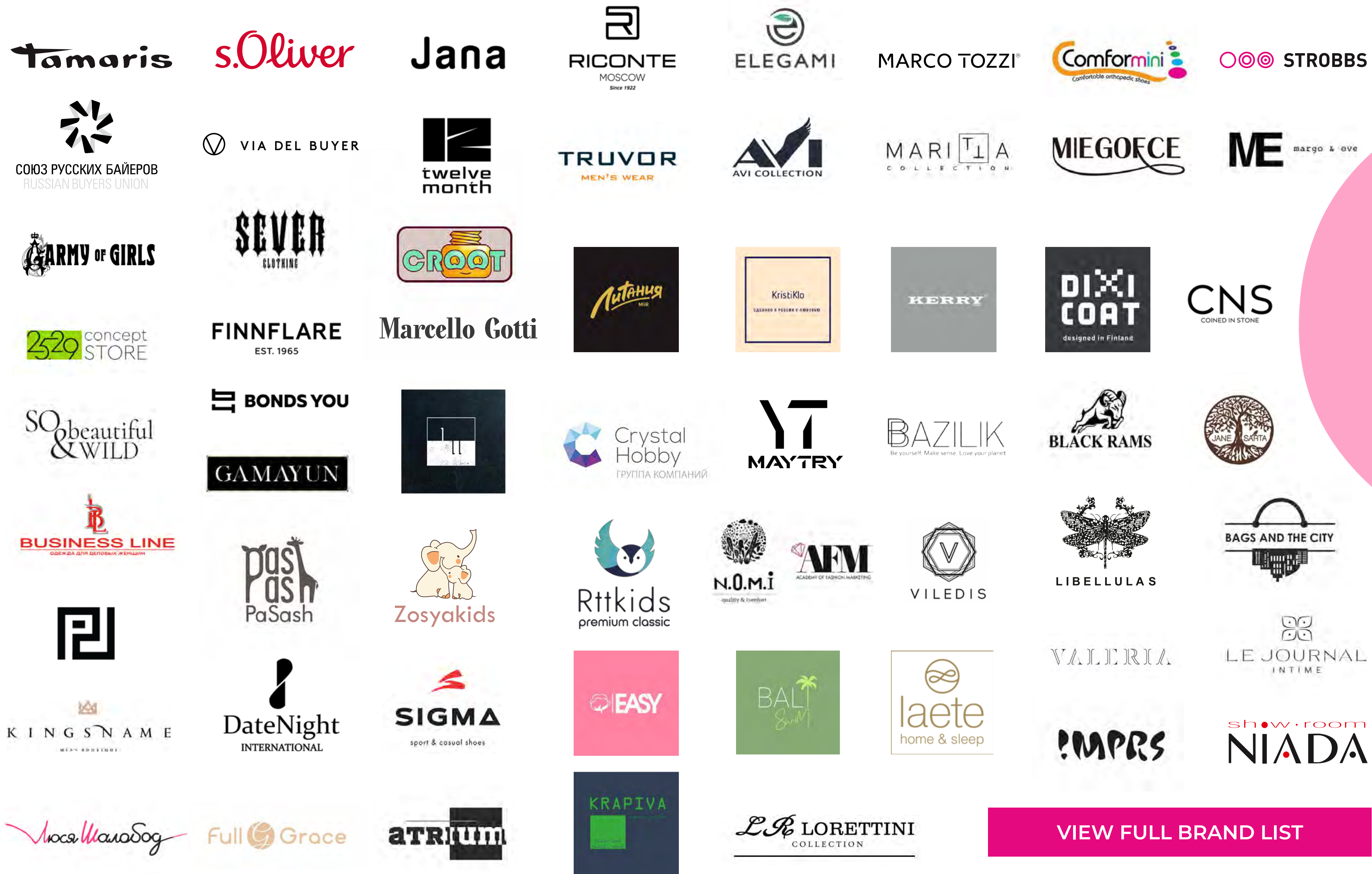
# Example of booth filling

from 32 m<sup>2</sup>



- Carpeting throughout the booth
- Perimeter walls H=3 m
- Hanging console or shelf in two rows, along the inner perimeter of the stand [not attached to the corner]
- Information desk — 1 pc.
- Chairs - 4 pcs [for every 25 m<sup>2</sup>]
- Table - 1 piece [for every 25 m<sup>2</sup>]
- Mirror outdoor mobile - 1 piece [for every 50 m<sup>2</sup>]
- Spot sconces for every full 6 m<sup>2</sup>
- Socket - 1 kW
- Trash can
- Floor hanger - 1 pc.
- The name of the company in the form of pasting full-color printing 1 r.m. long
- Utility room 2 m<sup>2</sup> - 1 piece [for every 50 m<sup>2</sup>]





**140**  
**BRANDS**  
(EXHIBITORS AUGUST 2022)



# Exhibitor reviews



"I really liked the organization of the exhibition. Before agreeing to participate we doubted: how will all this be held at Crocus Expo? But it turned out that we doubted in vain - the exhibition was perfect, very friendly staff, all issues were resolved easily and simply, good advertising support for the brands of the participants. We really enjoyed"

**Elena Babuk,**

Deputy Head of the Marketing Department of OAO Galanteya.

"We acquired a lot of useful contacts at the exhibition, and I see great prospects for the development of our brand. It is very important to have the opportunity for such networking. in our troubled times"

**Yana Matonis,**

creative director of the brand "25.29".

"We are very grateful to the organizers of the exhibition for the opportunity to present the results of our work to the professional community. Our work is highly valued. We took part in the Moscow fashion week, but did not think that the buyer's show attracts so much attention for wholesale sales. We are very happy that we were able to participate in the project "Fashion Guard"»

**Vadim Merlis,**

founder and head of the studio of young designers VMStudio.

"I constantly come to exhibitions in order to find new clients. for business. I decided to include a new exhibition in my checklist. And I did not lose - I found brands that I had not seen before. Separately, I want to note the organization of the exhibition - the highest level. Keep it up!"

**Irina,**

owner of women's clothing store "Women's Secrets", Penza.

"I really liked the exhibition: well-chosen brands, conveniently organized exposition, many useful events. Looking forward to the next exhibition!"

**Alexandra,**

founder and owner of three Prestige boutiques, Kazan

"Perfect organization of the exhibition, it is clear that everyone is trying very hard to make useful and marketable event. We are with you!"

**Ludmila Shalobod,**

founder of the brand "Lyusya Shalobod" and the author's project "Sewing Cafe".



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