



edition Spring 23

FASHION STYLE RUSSIA

INTERNATIONAL EXHIBITION OF CLOTHES, SHOES,
ACCESSORIES AND SERVICES

14-17
FEBRUARY
2023
CROCUS EXPO
PAVILION 1



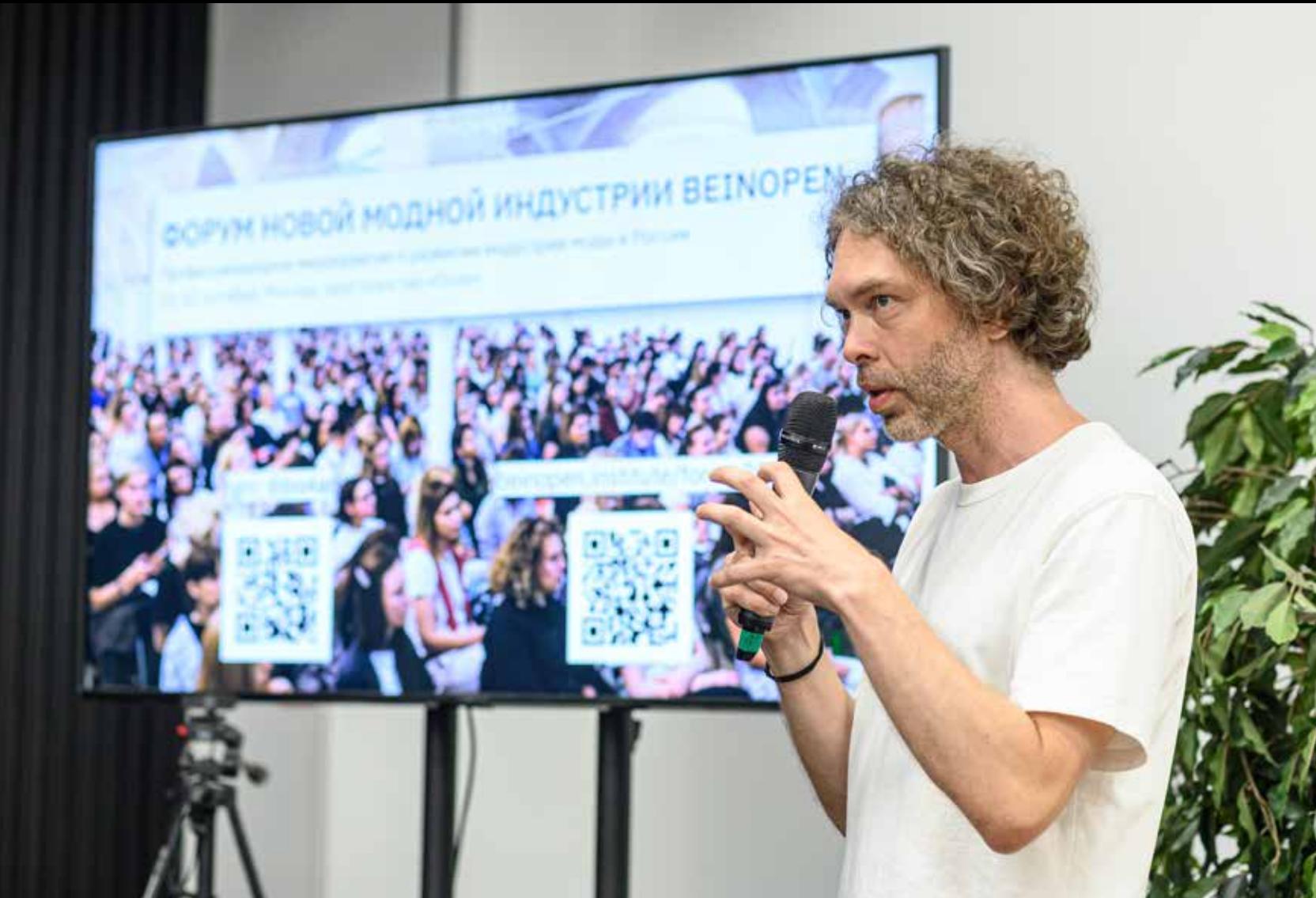
Exhibition in numbers



140
brands



4680
visitors





 **4**
exhibition days

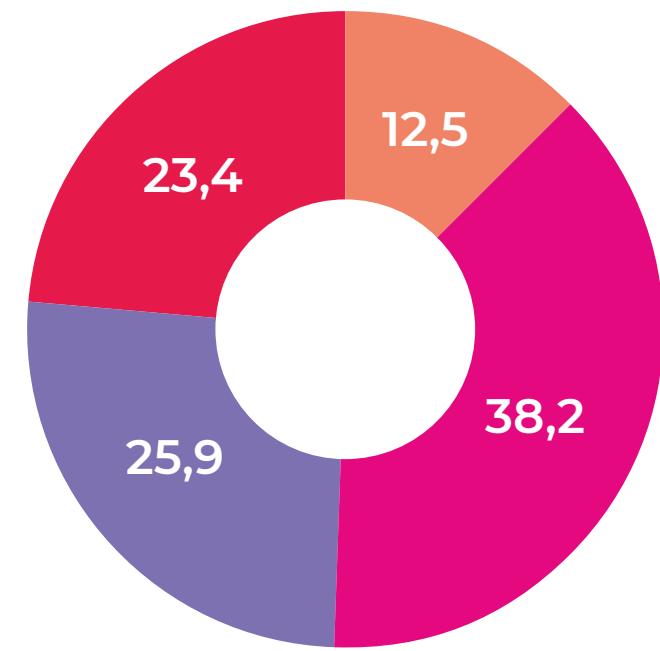
 **4730 M²**

of exhibition space

 **FASHION STYLE RUSSIA
BUSINESS FORUM:**
30 events
90 speakers
1480 participants

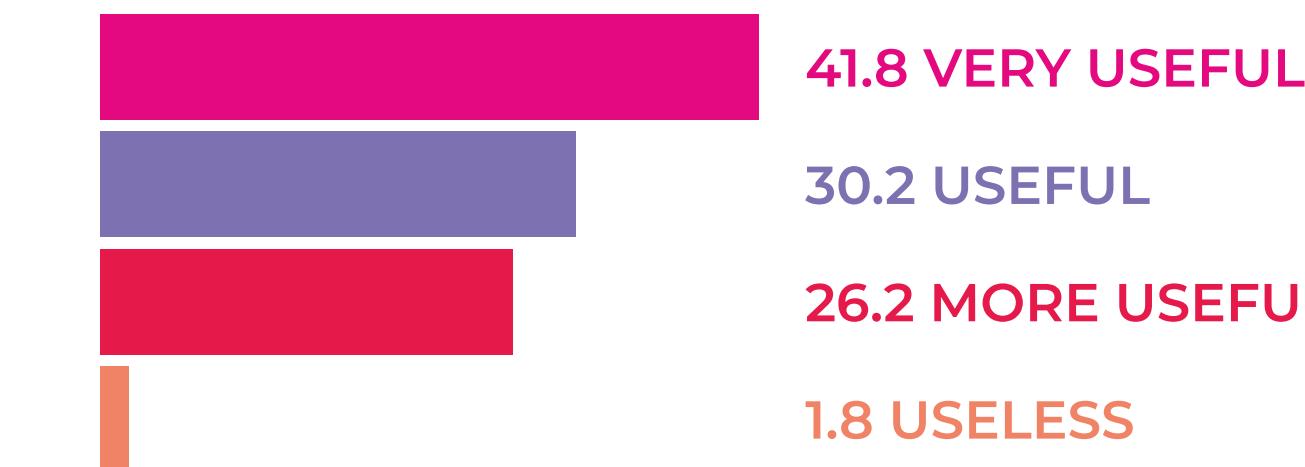
 **FASHION STYLE PODIUM**
15 shows of buyer's collections
 **Fashion Guard**
 **Career Center Fashion Style Russia**

Exhibitors:

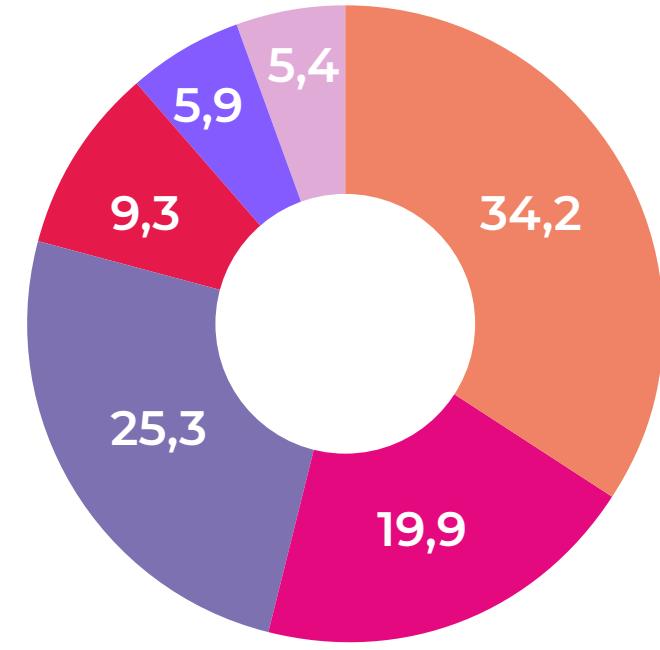


PRELIMINARY RESULTS OF PARTICIPATION IN THE EXHIBITION (PERCENTAGE)

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

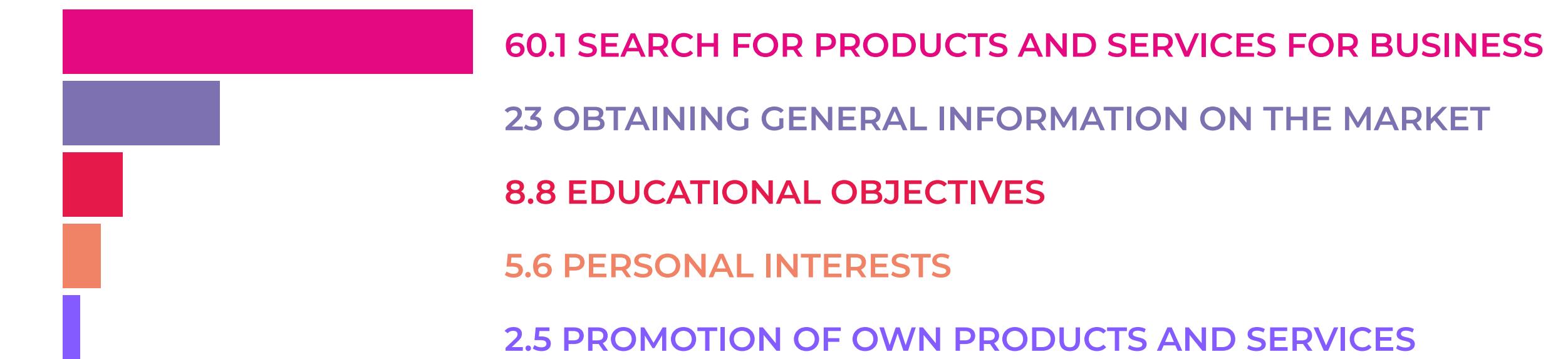


Visitors:



POSITION LEVEL (PERCENTAGE)

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.

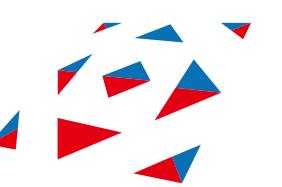
FASHIONEXPO.RU



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA



Chamber of Commerce and Industry
of the Russian Federation
For the benefit of business. For the benefit of Russia.



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



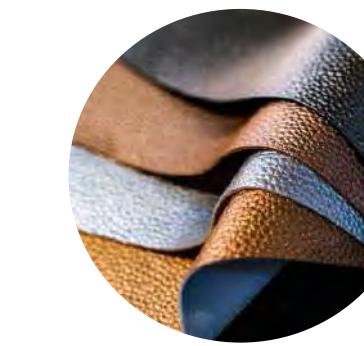
Industry Insights

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



Base expansion
potential clients



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



platform to showcase your
products and brand promotion



Networking with industry experts,
bloggers and fashion designers



Professional support
and individual approach
to attract buyers
to the site



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

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



CONVENIENT LOCATION

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

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

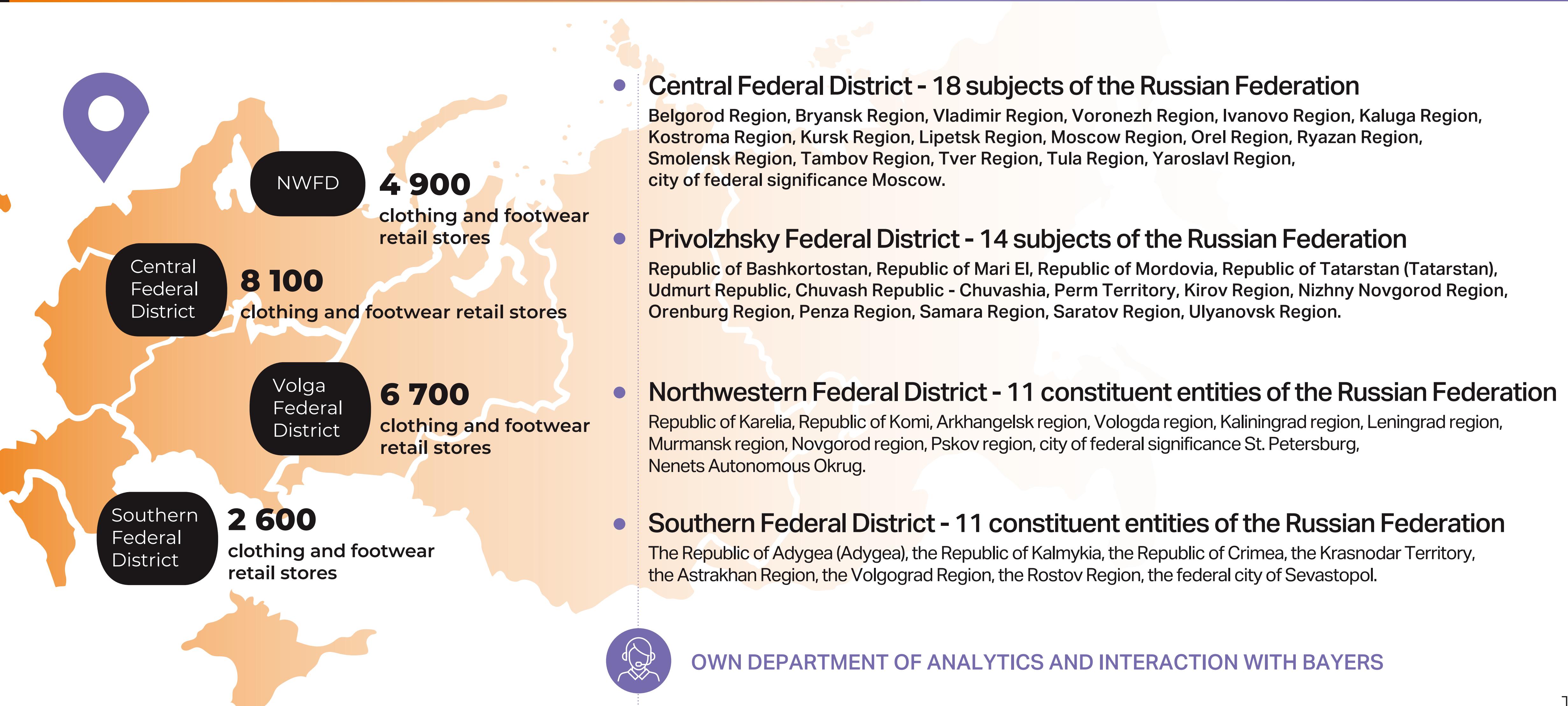
Free transfer from hotels



LEGPROM.CLOUD

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

Geography of buyers



Example of booth filling

6-12 m²



- Carpet 6-12 m²
- Perimeter walls
- Hanging console or shelf in one row, along the inner perimeter of the stand
- Chairs - 2 pcs
- Table - 1 pc.
- Spot sconce - 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

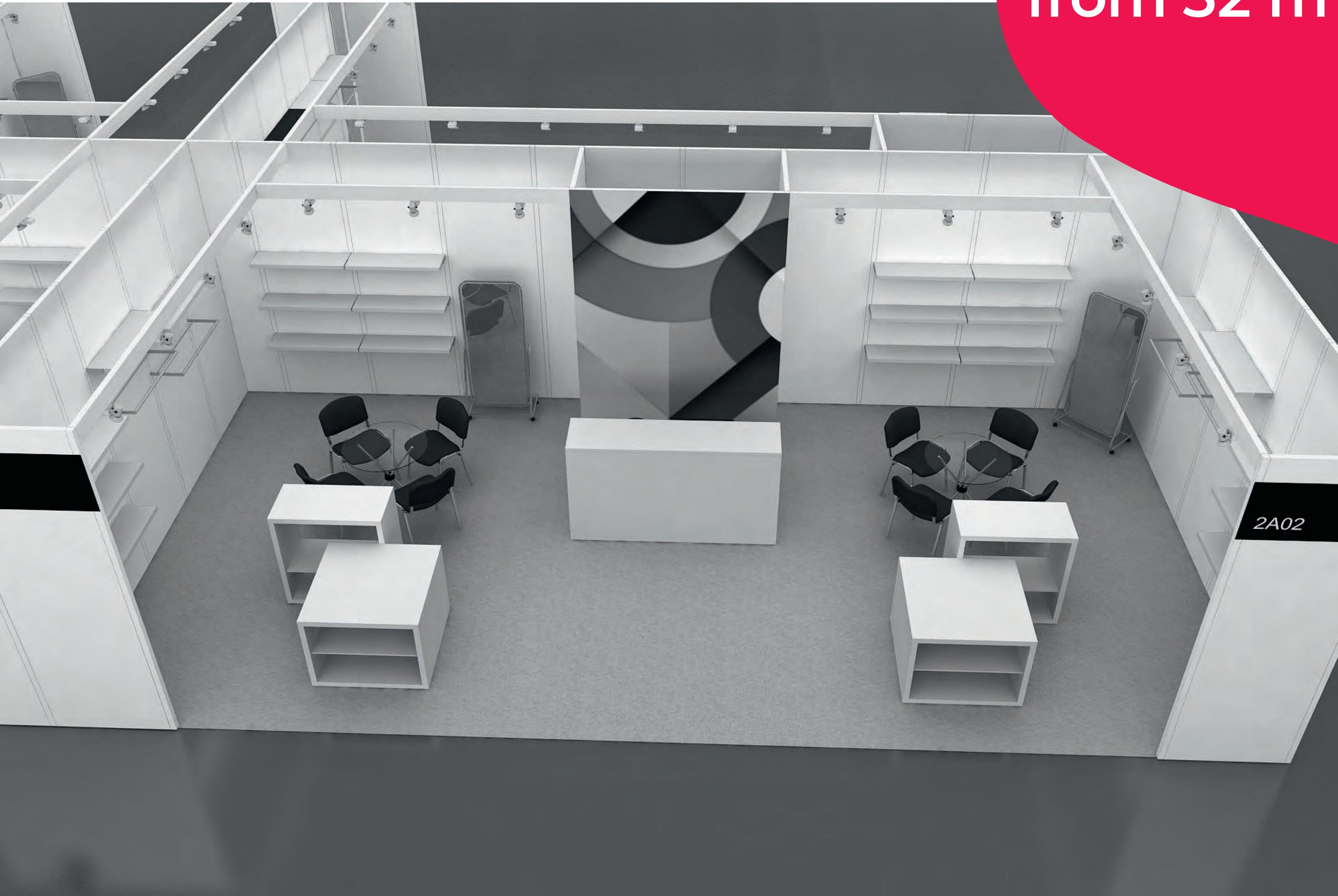
15 – 30 m²



- 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 sconce 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 m²



- 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 m²]
- Table - 1 piece [for every 25 m²]
- Mirror outdoor mobile - 1 piece [for every 50 m²]
- Spot sconces for every full 6 m²
- 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 m² - 1 piece [for every 50 m²]

Tamaris

s.Oliver

Jana

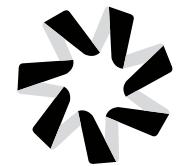
RICONTE
MOSCOW
Since 1922

ELEGAMI

MARCO TOZZI®

Comformini
Comfortable orthopedic shoes

STROBBS



СОЮЗ РУССКИХ БАЙЕРОВ
RUSSIAN BUYERS UNION

VIA DEL BUYER

twelve month

TRUVOR
MEN'S WEAR

AVI
AVI COLLECTION

MARI TIA
COLLECTION

MIEGOFCE

ME
margo & eve

ARMY OF GIRLS

SEVER
CLOTHING

CROOT

Литания
MIR

KristiKlo
СДЕЛАНО В РОССИИ С ЛЮБОВЬЮ

KERRY

DIXI COAT
designed in Finland

CNS
COINED IN STONE

2529 concept
STORE

FINNFLARE
EST. 1965

Marcello Gotti

BONDS YOU

Crystal Hobby
ГРУППА КОМПАНИЙ

Y MAYTRY

BAZILIK
Be yourself. Make sense. Love your planet!

BLACK RAMS

JANE SARTA

**SO beautiful
& WILD**

GAMAYUN

PaSash

Rttkids
premium classic

N.O.M.I
quality & comfort

VILEDIS

LIBELLULAS

BAGS AND THE CITY

BUSINESS LINE
ОДЕЖДА ДЛЯ ДЕЛОВЫХ ЖЕНЩИН

Zosyakids

EASY

BALI
SUN

laete
home & sleep

VALERIA

**LE JOURNAL
INTIME**

P

DateNight
INTERNATIONAL

KRAPIVA

Lorettini
COLLECTION

!MPRS

**show·room
NIADA**

Москва

Grace

atrium

VIEW FULL BRAND LIST

140
BRANDS

(EXHIBITORS AUGUST 2022)

**FASHION
STYLE**
RUSSIA

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!

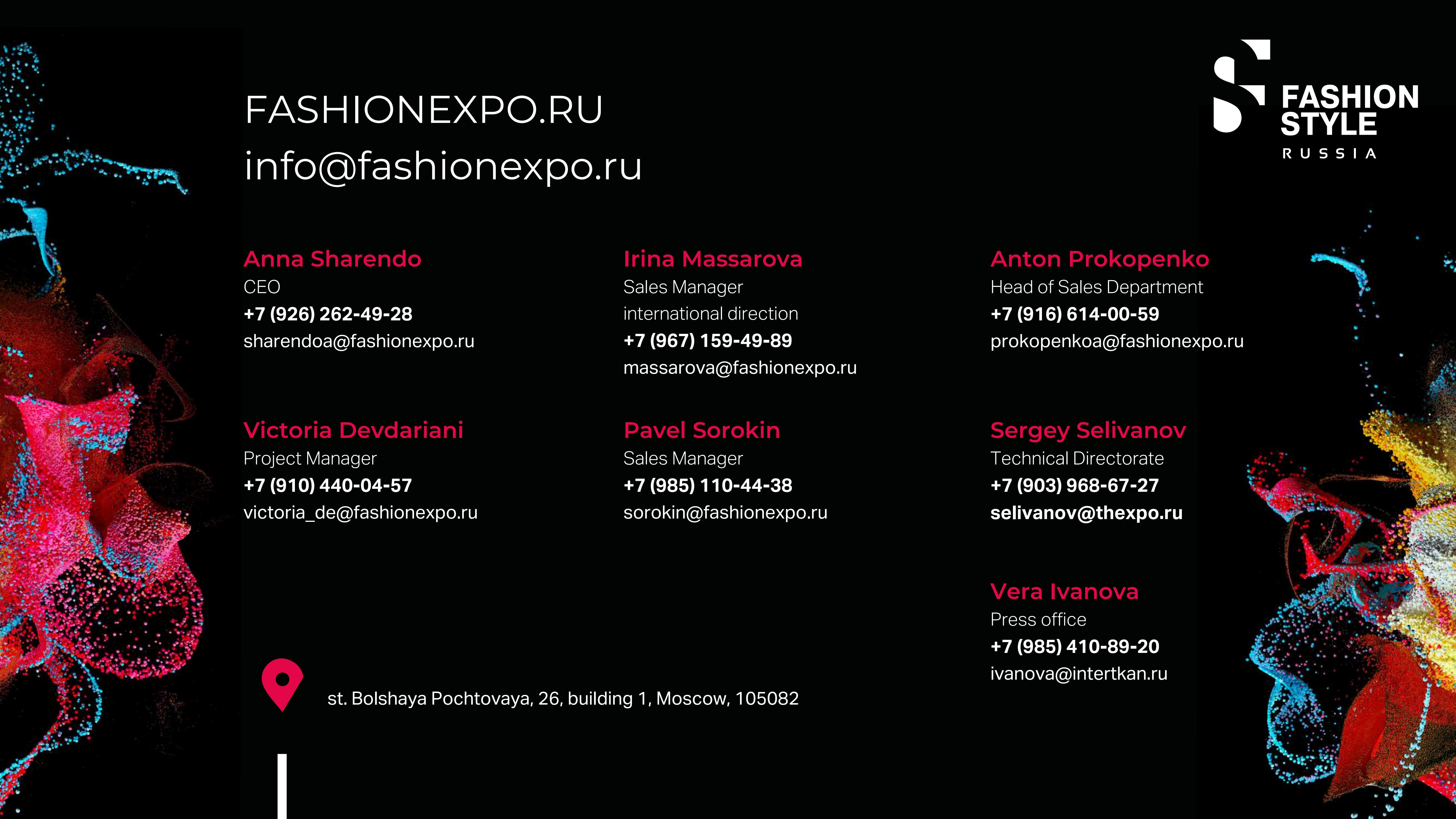
Alexandra,

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".



FASHIONEXPO.RU

info@fashionexpo.ru

**Anna Sharendo**

CEO

+7 (926) 262-49-28

sharendoa@fashionexpo.ru

Irina Massarova

Sales Manager

international direction

+7 (967) 159-49-89

massarova@fashionexpo.ru

Anton Prokopenko

Head of Sales Department

+7 (916) 614-00-59

prokopenko@fashionexpo.ru

Victoria Devdariani

Project Manager

+7 (910) 440-04-57

victoria_de@fashionexpo.ru

Pavel Sorokin

Sales Manager

+7 (985) 110-44-38

sorokin@fashionexpo.ru

Sergey Selivanov

Technical Directorate

+7 (903) 968-67-27

selivanov@thexpo.ru

Vera Ivanova

Press office

+7 (985) 410-89-20

ivanova@intertkan.ru



st. Bolshaya Pochtovaya, 26, building 1, Moscow, 105082