

INTERNATIONAL TRADE SHOW OF CLOTHES,
SHOES, ACCESSORIES AND SERVICES

SPRING - SUMMER 2024



**FASHION
STYLE**
RUSSIA

5-8
SEPTEMBER
2023
CROCUS EXPO
PAVILION 1



February 14–17, 2023



KEY FIGURES



150
brands

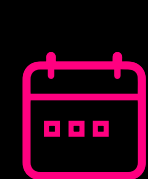


5 190
visitors



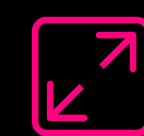


February 14–17, 2023



4

exhibition days



4 730 M²

of exhibition space



BUSINESS FORUM
FASHION STYLE RUSSIA:

30 events

105 speakers

> 2 000 participants



FASHION STYLE PODIUM

30 fashion shows



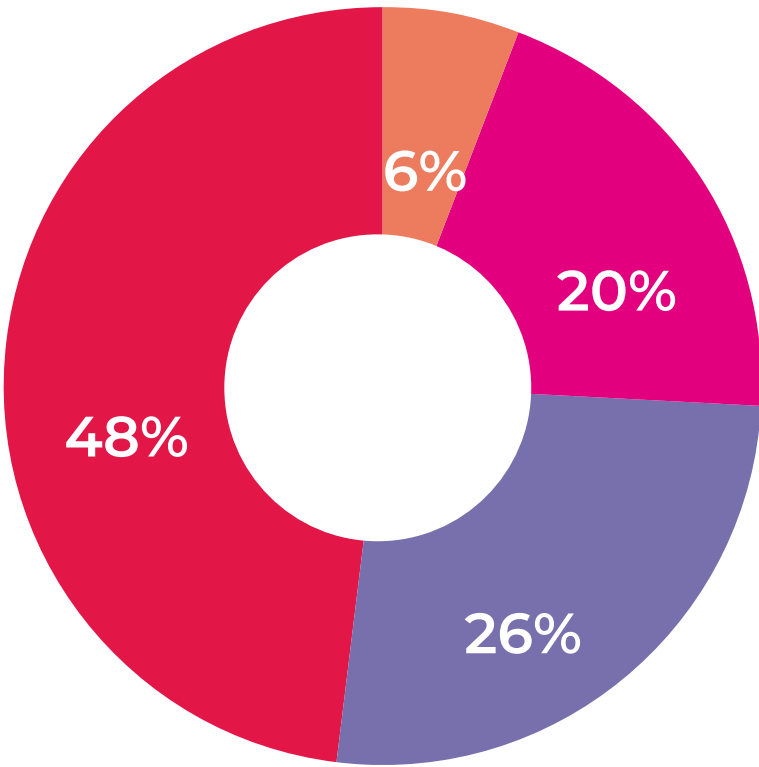
LOCAL BRANDS exposition



Showroom **FASHION HUB RUSSIA**



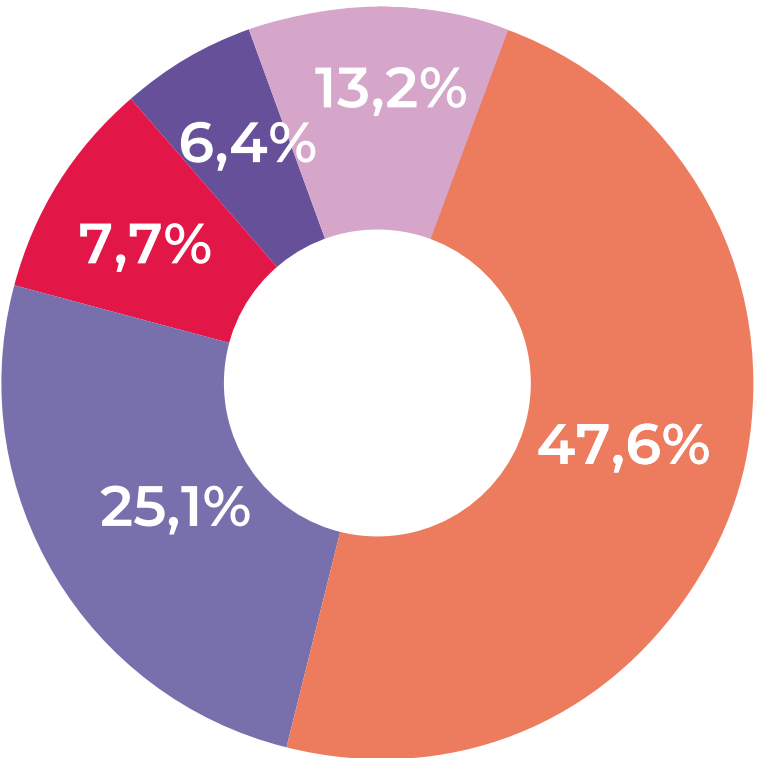
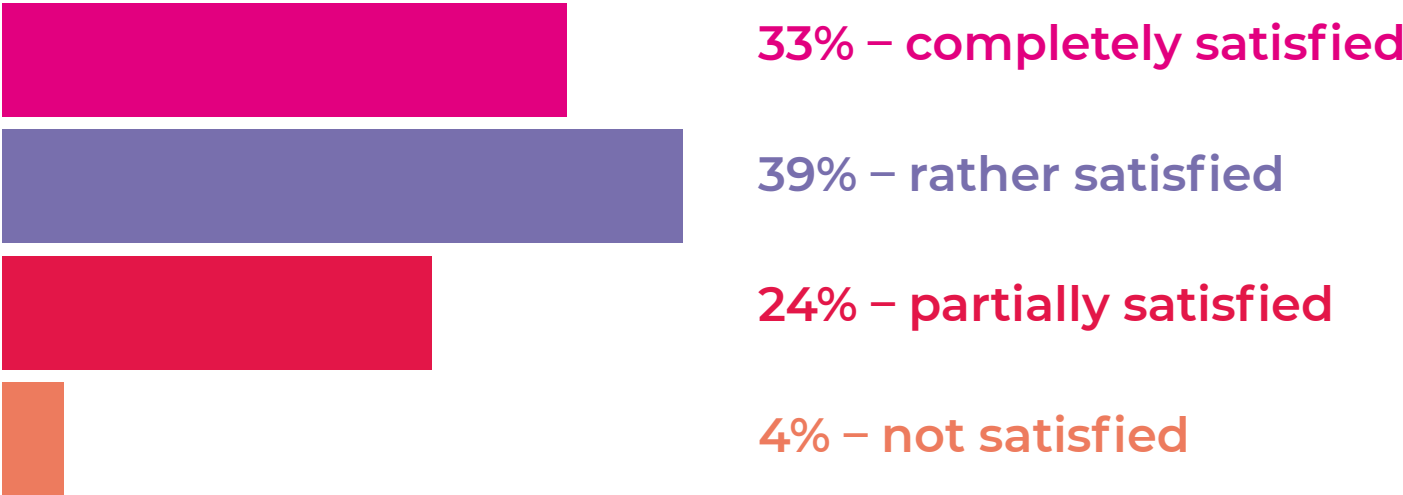
Buyer excursions



IS YOUR COMPANY PLANNING TO TAKE PART IN THE NEXT FAIR?

20% – definitely YES
48% – probably YES
26% – possibly
6% – probably NO

HOW SATISFIED ARE YOU WITH PARTICIPATION IN THE FAIR?



THE LEVEL OF POSITION:

47.6% – head/owner of the company
7.7% – deputy head of the company
6.4% – head of department
25.1% – buyer
13.2% – other

PURPOSE OF ATTENDING THE FAIR:



MOSCOW [CROCUS EXPO]

5.09–8.09.2023

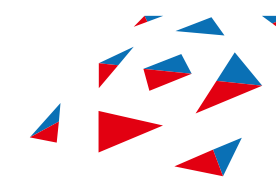
International Trade Show & Networking

The only international fair 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 fair is held twice a year at the most modern exhibition center in Russia.

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

FASHIONEXPO.INFO



RUSSIAN
EXPORT CENTER

EXIAR
EXIMBANK OF RUSSIA



FASHION STYLE IS:



PRODUCT CATEGORIES

CLOTHES

LINGERIE AND BEACH FASHION

CHILDREN'S FASHION

HOME CLOTHING AND TEXTILE

SHOES AND ACCESSORIES

SPORTSWEAR

PREMIUM

LEATHER AND ACCESSORIES

FUR SALON

DIGITAL PRINTING



Trend Zone

is the central point of the fair for demonstrating top models of the exhibitors' collections



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 & Дизайн

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.



IGOR SURIN

President of Russian Tanning and Shoe Union, Chairman of the Board of Directors, the Group of Companies "Russkaya Kozha"

An initiative of Soyuzlegprom, RSKO and the Russian exhibition operator Shoesstar, aimed at developing the ecosystem of apparel industry in Russia, saturating the market with high-quality clothing and footwear, creating conditions for domestic and international relations between manufacturers and retail.



Our tasks

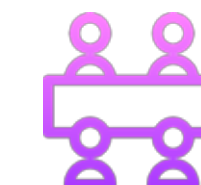
- Provide excellent opportunities for business development in the Russian market
- Open access to global trends and modern competencies
- Promote sustainable design approaches and ESG standards
- Develop business connections and professional exchange locally and globally
- Unite all participants on one platform Russian fashion market
- Propose joint projects between local and international companies



You'll get



The opportunity to start your business in the Russian market if you are just going to enter it



Meet and establish contacts with key players in the fashion market



Expand your client base if you are already working in Russia



Professional support from organizers to attract targeted visitors to your booth



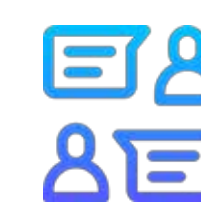
Increase your company's profit



An opportunity to better understand the demands and trends of the Russian fashion market



The opportunity to showcase your products and promote your brand



Opportunity to negotiate directly with buyers from wholesale companies, national and regional chains, non-chain stores

We offer

UPSCALE SERVICE

- **MARKETING SUPPORT 360°:**
 - mailing information about your company to the FSR database (about 100,000 addresses)
 - publishing news on the exhibition website and social networks
 - publishing information in print media
 - direct invitation of buyers by our call center
- Providing of fully equipped booth (including rails or shelves)
- Special conditions for participation in fashion shows and placement in trend zone
- Hotels at preferential prices
- Special events for participants



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



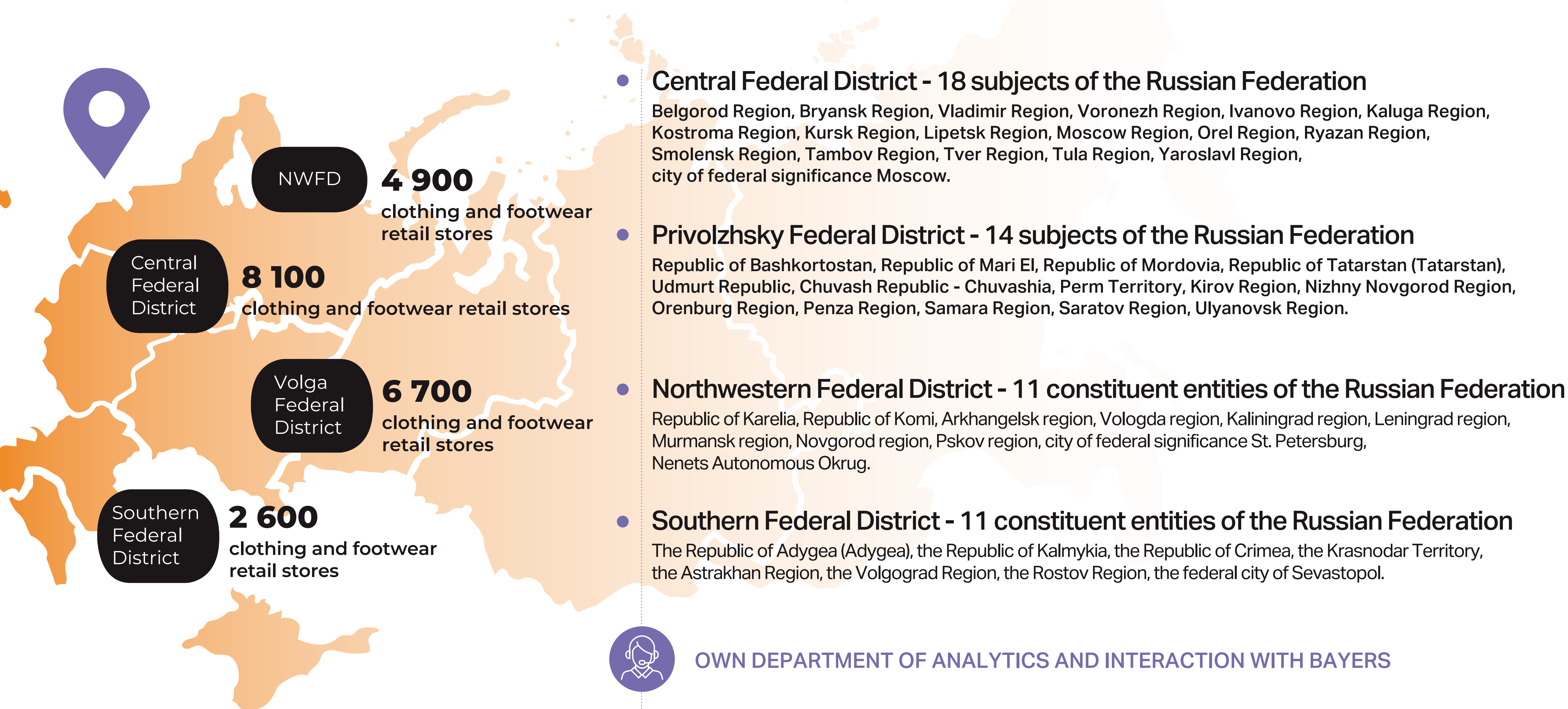
CONVENIENT LOCATION

The fair is held at the most modern exhibition center in Russia "Crocus Expo"

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




Geography of buyers



Example of booth filling

6–12 m²

- 
- Carpet
 - Perimeter walls
 - Hangers or shelves in one row
 - Chairs - 2 pcs
 - Table - 1 pc
 - Spotlights - 3 pcs
 - Socket - 1 kW
 - Trash basket
 - Fascia board with the full-color company's name (logo length – 1 m)

Example of booth filling

15 – 30 m²



- Carpet
- Perimeter walls
- Hangers or shelves in two rows
- Information desk — 1 pc
- Chairs - 4 pcs
- Table - 2 pcs
- Mirror - 1 pc
- Spotlight 1 pc for each 6 sq.m.
- Socket - 1 kW
- Trash basket
- Fascia board the full color company's name (logo leight – 1 m)

Example of booth filling

from 32 m²



- Carpet
- Perimeter walls
- Hangers or shelves in two rows
- Information desk — 1 pc
- Chairs - 4 pcs [for each 25 m²]
- Table - 1 piece [for each 25 m²]
- Mirror - 1 piece [for each 50 m²]
- Spotlight 1 pc for each 6 sq.m.
- Socket - 1 kW
- Trash basket
- Floor hanger - 1 pc
- Fascia board with the full-color company's name (logo length – 1 m)
- Utility room 2 m² - 1 piece for each 50 sq.m



LEMON GRASS

URBANTIGER

HELPERS
-CONSULTING-

San Marko

GATOR

K 1 6

IGOR GULYAEV

FHUB
RUSSIA

KÉDDO®

СВИТАНАК

Туслицкие

ATC
C&L

BASK



IV
Irina Vartanyan

Irina Dubrovina



RICONTE
MOSCOW
Since 1922

LUXURY
FOX

B

SKIN OF ANGEL



Травушка
Муравушка

БумМа

Rttkids
premium classic



Annie Morée



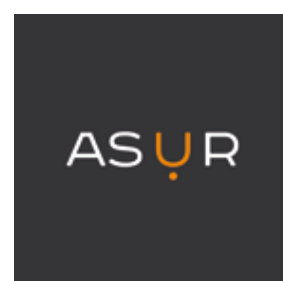
LUDOR

ГОРИЗОНТ GORIZONT
ПРОМЫШЛЕННАЯ ГРУППА

Савесина



MIRONOVA BIJOU



ANTONY GRAY

OEMEN
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КОЖЕВЕННЫЙ ЗАВОД

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РУССКИЙ МЕХ

spotter

INDIGO KIDS

midinblu

SHOESLEL

VarDi brand

ямайка



DIZENGA

OVERLAY

...and others

150 BRANDS

(EXHIBITORS FEBRUARY 2023)

Exhibitor Feedbacks



Igor Gulyaev,

Russian designer, founder and owner of the IGOR GULYAEV Fashion House and the Igor Gulyaev brand

I am very glad to be present at the Fashion Style Russia exhibition, to present my youth capsule collection and to open the event with my show. Today we must do everything possible to fill the market of our country with fashionable, interesting, modern clothes. We are working on this, and we hope that this season will be very successful both for us and for all those who want to create beauty and quality today, develop, move forward.

Yulia Prosyankina,

lead development manager, Urbantiger

We represent a brand of conscious fashion from St. Petersburg. We use a lot of recycled fabrics, fabrics from plastic bottles, fabrics from agricultural crops. There are a lot of impressions from Fashion Style Russia, the exhibition is a great opportunity for everyone to get to know each other, exchange contacts, this is very important in our time, when our production is at a new stage of development due to global trends. Now we are all like one big friendly team and the exhibitions are very conducive to this.

Anna Kovchuk-Glivinskaya,

Deputy General Director, OJSC Galanteya

This is the second time we are participating in the Fashion Style Russia exhibition. We have collected a lot of new contacts, negotiated with existing customers. Attendance is good, a lot of interest in our products. Therefore, the impressions from the exhibition are positive.

Andrey Kapusta,

Marketing Director, JSC "Egorievskaya Obuv" trade mark "Kotofey"

Our company has been producing children's shoes for more than 85 years, but recently we have begun to expand the range, adding children's clothing, backpacks, bags and related products. We participate in the Fashion Style Russia exhibition because, in our opinion, this is a promising international fair that will bring together all players in the fashion industry - clothes, shoes, accessories, as well as suppliers of materials and components for these products.

Victoria Annekar,

General Director, Russian Fur JSC

We have been participating in the Fashion Style Russia exhibition for the second year already, we are very satisfied and will definitely come next time. We especially want to note that there are a lot of buyers here. In addition, we met many colleagues with whom we discussed tailoring issues, technology issues, issues that concern everyone who works in the industry. The networking going on here is very helpful.

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