



# **FASHION STYLE**

R U S S I A

INTERNATIONAL EXHIBITION  
OF CLOTHING, FOOTWEAR,  
ACCESSORIES AND SERVICES

AS PART OF THE RUSSIAN TEXTILE WEEK



15 16 17 18

February 15-18, 2022

**CROCUS EXPO**

*Moscow Region, Krasnogorsk District,  
Krasnogorsk, ul. Mezhdunarodnaya, 16, Russia*

**FASHIONEXPO.RU**



## **CREATIVE, BOLD, INDEPENDENT, UNIQUE, INTERNATIONAL - THAT'S HOW WE WISH FASHION IN RUSSIA TO BE AND THAT`S HOW IT WILL BE!**

Because over the last 21st year of the XXI century a new consumer generation that needs a new image has grown up in Russia. And a new generation of designers that creates this image. And a new generation of producers that masters modern technologies. All together they are capable of turning the world upside down and creating the new DNA of the Russian fashion. And the world itself, during this time, has come incredibly close so that buyers can receive information about fashion trends in Russia, America or Australia with the same speed and at the same time it has broken up into a multitude of local communities that are trying to preserve and increase their values, environment, and ethno-cultural achievements with special care.

**ALL TRENDS OF THE WORLD  
FASHION ON ONE SITE**

*Until now, this "new wave" of fashion has not had its own platform in Russia where it could be physically presented.*

*And FASHION STYLE RUSSIA is the first professional Russian exhibition, which will combine in one place modern designers` collections of women's, men's, children's, sports, youth and home clothing, shoes, handbags and leather goods, underwear, home clothes, fur and leather as well as services for their promotion.*



**FASHION  
STYLE**

R U S S I A

TAKES PLACE  
TWICE A YEAR

WITH THE SUPPORT OF



RUSSIAN UNION OF ENTREPRENEURS  
OF TEXTILE & APPAREL INDUSTRY

**SOUZLEGPROM**



RUSSIAN  
EXPORT CENTER

**EXIAR**

EXIMBANK OF RUSSIA



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.

## VENUE



366 100 M<sup>2</sup>

CLOSED EXHIBITION SITE

219 000 M<sup>2</sup>

OPEN EXHIBITION SITE

35 500

PARKING SPACES FREE PARKING

19

SHOW ROOMS

52

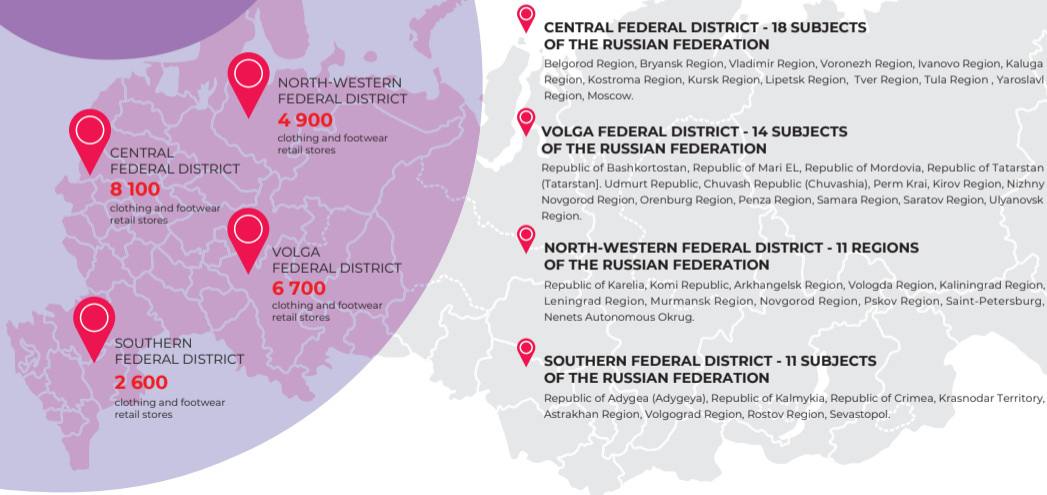
CONFERENCE HALLS  
CROCUS CONGRESS CENTER



CROCUS EXPO INTERNATIONAL EXHIBITION CENTRE is one of the largest and most modern exhibition venues in the world, a member of the Global Association of the Exhibition Industry UFI in the Exhibition Organizer and Exhibition Centre categories.

Crocus Expo today is more than 1 000 000 sq.m, where there are three pavilions united by roofed passages, exhibition and conference halls, free closed and open-air parking lots, a customs terminal and a hotel. There is also a metro station Myakinino nearby.

# BUYERS' GEOGRAPHY



# OUR TEAM



**ALEXANDRA  
SAKAEVA**

Director of the SHOESSTAR international exhibition of footwear and leather goods, director of the FASHIONSTAR-Siberia international exhibition of clothing and accessories, head of BUYERSTAR.ru online purchasing platform, director of the shoe catalog SHOESWORLD



**ANNA  
SHARENDO**

Director of the department of FASHION STYLE RUSSIA. Key expert in working with the assortment and creating of commercial collections on the Russian and international markets with more than 20 years of experience. Head of Sales department Podium Group; Commercial director of Trends Brands; Buyer of Econika company.



**ANDREY  
RAZBRODIN**

President of the Russian Union of Entrepreneurs of Textile and Light Industry.



**VICTORIA  
DEVDIARIANI**

Head of FASHION STYLE MOSCOW project. More than 17 years in the exhibition business in fashion industry. Director of International Salons of the largest Russian exhibitions.

# FASHION STYLE RUSSIA



## OUR MISSION:

- **Uniting all participants of the Russian fashion market**
- **Identifying the needs of a new generation of consumers**
- **Establishing internal and international relations in the industry**
- **Bringing Russian companies to a new level of trade**
- **Expanding the influence of fashion as business on the country's economy**

## OUR GOAL:

Creating a new image of contemporary Russian fashion for consumers, the state institutions and the world community



# EXHIBITION ZONE



Menswear

Children`s Wear

BUSINESS AREA,  
LECTURE HALL,  
WORKSPACE

Women's  
Wear

Footwear

TEXTILES, LEATHER, SYNTHETIC,  
ARTIFICIAL  
AND ENVIRONMENTALLY  
FRIENDLY MATERIALS

Lingerie  
Wedding Fashion  
Homewear  
Fur

Handbags  
Accessories

EXTRAS:  
LOGISTICS, MARKETING,  
TECHNOLOGY AND NEW  
DEVELOPMENTS, TRAINING

# ZONE SHOE SALON

Women's  
shoes

Men's  
shoes

Sport  
footwear

Children`s  
shoes

Trend Zone  
+ Lecture Hall

Services,  
Franchises

Handbags,  
Accessories

# ZONE FASHION SALON



Women's  
Clothing

Men's  
Clothing

Sportswear

Trend Zone  
+ Lecture Hall

Services,  
Franchises

Children's  
Clothing

Lingerie

Fur Salon

Home Textile



CREATIVE AND MAXIMUM  
TECHNOLOGICAL DESIGN OF THE  
EXHIBITION SPACE





## BASIC CONCEPTION

Since the main target of the new exhibition is to reflect the style and language of the contemporary Russian fashion, FASHION STYLE RUSSIA keeps a clear focus on the continental localization.

Today it is the main trend of the world market. That is why the main core of FSR exhibitors will consist of brands, producers and designers from Russia. The exhibition will also cover the modern fashion processes in the EEU and CIS countries - Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Uzbekistan and other countries. In cooperation with post-Soviet countries there is a huge potential for the development of the national fashion industry.

But contemporary fashion has no borders, so the exhibition will present the most interesting new brands and artisanal brands of both Old and New World from Europe, Asia and South America.

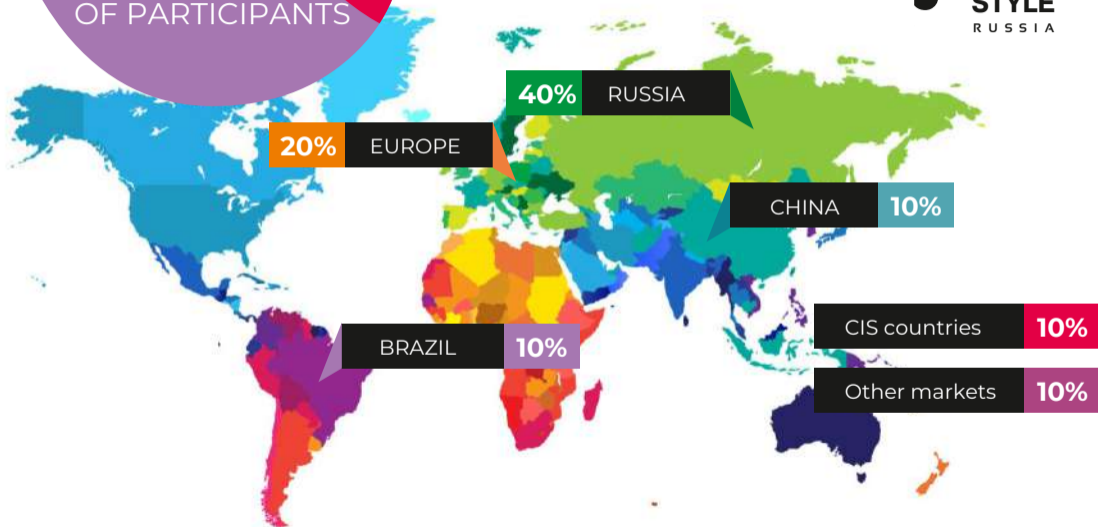


## BASIC CONCEPTION

In their search the organizers give priority to current trends: they select original, innovative and high quality collections, appreciate the unique creative techniques that make up the strength and wealth of the industry, do not forget about the social responsibility of production, which implies the use of vegan materials or surplus, preference for handmade over machine-made, the introduction of recycling processes to create new products, traceability, ethical production process and so on.

In this regard, buyers will certainly be interested in participants from Brazil - brands from this country are attractive because of their novelty and favorable prices (due to the real exchange rate, not depending on the basic currency basket), China - as a representative of the newest textile, sports technologies and unique products based on them (only interesting new companies will be presented at FSR) as well as Europe and Turkey which currently supply the world market with super modern designers who have an old handicraft school.

# GEOGRAPHY OF PARTICIPANTS





## **BUSINESS PROGRAM AND SERVICES FOR THE SECTOR**

Regarding additional but important content of the exhibition: attracting companies connecting the industry (identifying them into a separate segment) such as marketing, marketing, logistics, identity, training, certification ("Trigon Select"), etc.

As the industry continues to undergo unprecedented changes, the organizers of FASHION STYLE RUSSIA want to give professionals of the fashion industry a significant competitive advantage in obtaining specialized knowledge: a separate section of the exhibition will be dedicated to companies that provide services to develop brands and retailers.

There will be presented services for marketing, logistics, merchandising, branding, identity, training, certification, etc. Visitors and exhibitors will be able to get a reliable snapshot of consumer sentiment and an in-depth analysis of the global market, including interviews with experts, practical advice on doing business and business-building tools.

Participation in the business program of FASHION STYLE RUSSIA by industry associations from different countries will support and assist brands in developing their export business while promoting international exchange with buyers, agents and the media.



## A SEPARATE AND IMPORTANT AREA AT THE EXHIBITION FASHION STYLE RUSSIA WILL BE THE NETWORKING AREA.

In the future it should include a lecture hall with Russian and international speakers and a co-working area with free online and offline library.

This will give both exhibitors and visitors the opportunity to study current trends, work with color charts, and look at data bases of patterns and prints. In this way, this business networking area should become a platform for self-expression, guiding and inspiring novice designers and professionals in their search for new styles and new cultural trends.

## NETWORKING PLATFORM





## EXIBITORS

SALES AGENTS  
DOMESTIC, FOREIGN BRANDS  
SHOW ROOMS  
CLOTHING BRANDS  
PRODUCTIONS

## VISITORS

INDUSTRY EXPERTS  
WHOLESALE CUSTOMERS  
RETAIL CHAINS  
BUYERS  
DESIGNERS

## ADVANTAGES OF PARTICIPATING IN FASHION STYLE RUSSIA

### SOPHISTICATED SERVICE

- Basic building includes shelves/rails
- Mailings about your brand/company to the FSR database (more than 40000 recipients)
- Discounted hotels
- Special terms and conditions for participating in the shows and accommodation in the trend zone
- Free meals and coffee breaks.

### RUSSIAN ORGANIZER

- Modern Russian Fashion Exhibition, an opportunity to get state subsidies

### TOPICAL BUSINESS PROGRAM AND NETWORKING ZONE

- Speeches by leading fashion experts on the most current and lively topics.
- Zone of business communication and self-expression

### CONVENIENT LOCATION

- The exhibition takes place in the best exhibition complex Crocus Expo  
(Moscow Region, Krasnogorsk District, Krasnogorsk, ul. Mezhdunarodnaya 16)
- Free transfer from hotels

### LEGPROM.CLOUD

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



## PARTICIPATION FEE

The project is under the patronage of Soyuzlegprom, which guarantees favorable prices for participation

**THE COST OF 1 SQ.M.  
WITH BUILDING** **300 €**

Includes a set of basic equipment + rails/shelves are included in the price.

**THE COST OF 1 SQ. SQ.M.  
WITHOUT BUILDING** **200 €**

Undeveloped area for the construction by a contractor of exhibition stands on a custom design.

**REGISTRATION FEE** **250 €**

# FILLING UP AN EXHIBITION STANDS WITH BUILDING



6-12 m<sup>2</sup>



1. Carpeting 6-12 sq.m.
2. Perimeter walls
3. Rack or one-row shelf along the inside perimeter of the booth
4. Chairs - 2
5. Table - 1
6. Spot lamp - 3
7. Wall socket - 1kW
8. Waste bin
9. Frame board (H=300mm) on the open side of the stand
10. Company name on the frame board as a full-colour print  
1 m. long

# FILLING UP AN EXHIBITION STANDS WITH BUILDING



15-30 M<sup>2</sup>

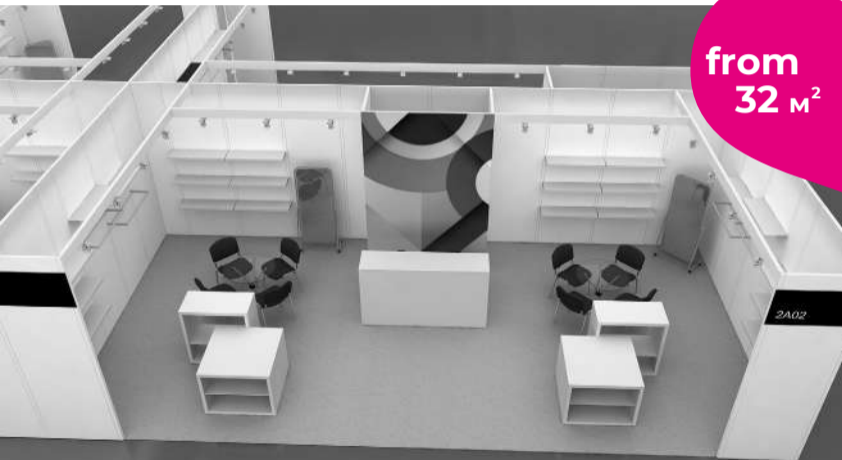


1. Carpeting 15-30 sq.m.
2. Perimeter walls
3. Rack or two-row shelf along the inside perimeter of the booth
4. Information counter - 1
5. Chairs - 4
6. Table - 2
7. Mobile floor mirror - 1
8. Metal halide spot lamp for every full 6 sq.m.
9. Socket 1 kW
10. Waste bin
11. Frame board (H=500 mm), on the open side of the stand at a height of 2.5 m.
12. Company name on the frame board as a full-colour print 1 m. long

# FILLING UP AN EXHIBITION STANDS WITH BUILDING



from  
32 M<sup>2</sup>



1. Carpeting 15-30 sq.m.
2. Perimeter walls
3. Rack or two-row shelf along the inside perimeter of the booth
4. Information counter - 1
5. Chairs - 4
6. Table - 2
7. Mobile floor mirror - 1
8. Metal halide spot lamp for every full 6 sq.m.
9. Socket 1 kW
10. Waste bin
11. Frame board (H=500 mm), on the open side of the stand at a height of 2.5 m.
12. Company name on the frame board as a full-colour print 1 m. long
13. Utility room 2 sq. m. (for every 50 sq. m.) - 1



**Trend Zone** is the heart of the exhibition, the central area of the pavilion where the latest designs and top models from the exhibitors' collections will be on show. For prices and conditions of participation please contact the organisers.







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