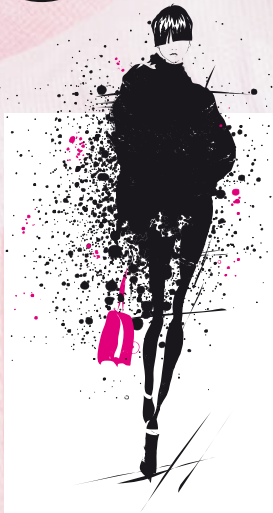




Organizer: Kyiv International Contract Fair, Ltd.

IEC 15 BROVARSKYI AVE., LIVOBEREZHNA METRO STATION



## Post Show Report

The 36<sup>th</sup> International festival of vogue

# KYIV FASHION

**From January 30 till February 1, 2019**  
**the 36<sup>th</sup> International festival of vogue**  
**Kyiv Fashion 2019 took place in the**  
**International Exhibition Centre.**

**KYIV FASHION** is the meeting place for manufacturers, buyers and specialists of fashion business, which reflects the newest tendencies of industry development.

**KYIV FASHION** displayed a wide range of women's, men's and children's clothes, accessories, leather and fur products, underwear, swimsuits and hosiery, fabrics, sewing accessories and too many more to mention.

### 10 participating countries:

Belarus, China, the Czech Republic, France, Italy, Latvia, Poland, Spain, Turkey, Ukraine.

Turkey and France were represented by National Pavilions.

**13,000 m<sup>2</sup>**

exhibition area

2 halls

**600**

brands

**10,000**

visitors



## BUSINESS PROGRAM

### OVER 60 EVENTS OF BUSINESS PROGRAM:

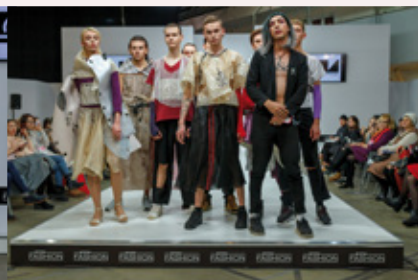
conferences, seminars, workshops, fashion shows. Special guests: **Donald Potard** (France), Founder of Jean-Paul Gaultier fashion house, and **Vincent Lyleire**, Head of Department for search and support of designers at Who's next and Première classe – the largest fashion exhibitions in France.

### CONTEST OF READY-TO-WEAR DRAFTS GOLDEN FLOURISH.

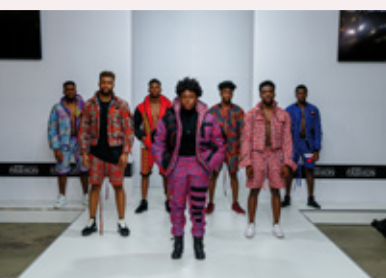
**Mariia Berezova** (draft "Music of Tornado") has become a contest winner in 2019.



**YOUNG FASHION LINE** – podium shows of young designers' fashion collections: LeonardoMeyher.company, Tendens by Ekaterina Chepak, designer Natali Vladova.



**FASHION DEFILE AWARDS** – demonstration of collections of podium contests winners in 2018.







## BUSINESS PROGRAM

### PODIUM SHOWS OF TRADEMARKS

that present various types of clothes and accessories: MODE IN FRANCE – clothes of French brands: EMASS TM, ORIGA TM, VAM TM, LUDMILA TM, ANNA TIM TM, MONAMOR TM, VIANI TM, DIBROVA TM, TANASHY TM, LAKERTA TM, LA SPORTA TM, SOLH TM.



**LINGERIE SHOW** – podium shows of trademarks that present swimsuits and various types of lingerie: JASMINE TM, SENSIS TM, ANABEL ARTO TM, SAMBARIO TM, KINGA TM.



### TEXTILE EXPERT TREND ZONE –

the zone of trends in textile, threads, innovative equipment of spring-summer 2019, general directions of the season, as well as key topics necessary to create a fashion collection.





## BUSINESS EVENTS AT KYIV FASHION 2019:

**Ukraine fashion marketing conference** was the unique event held by the exhibition organizer together with Europe Fashion Startups at **Kyiv Fashion**. Special guests: **Donald Potard** (France), Founder of Jean-Paul Gaultier fashion house, and **Vincent Lyleire**, Head of Department for search and support of designers of Who's next and Première classe – the largest fashion exhibitions in France. Speakers of the event discussed many important topics of Ukrainian fashion industry. Such questions as "Strategies of fashion PR and communication", "Internet store for fashion", "How will a store look like soon?" were of particular interest for the audience.



**Svitlana Prokhorovska**, Business consultant, Copywriter, Author of the SVP Business Consulting project, held the seminar **"How Pinterest and YouTube help to sell clothes abroad"**. The topic of entering international markets is quite relevant for the participants and visitors of the international festival of vogue **Kyiv Fashion**. Use of one of the most popular US social platforms can become an effective tool for selling products abroad.



**Mykhailo Uvarov**, Editor-in-chief of Ukrainian magazine "Svit bilyzny (The World of Lingerie)" presented his detailed analysis of Ukrainian lingerie market as of the beginning of 2019. During the seminar **"State and development tendencies of Ukrainian lingerie market. Growth points. What hinders independent retail from facing the future confidently?"** Mykhailo Uvarov gave priceless advice for successful sales and development of one's retail chain. In order to achieve good results in retail, one should get rid of stereotypical thinking and behavior, as well as be active and quickly react to challenges of modern life.



The workshop by **Hennadii Tkachenko**, the leading Personnel coach for stores and boutiques, Personal consultant of retail networks' owners, TOP speaker of conferences on retail, Top-manager of Retail Studio G.T., called **"Over 20 ideas how to sell things that do not sell themselves"** was very useful for store owners. This time participants of the seminar got valuable information and practical advice regarding ways to sell stock balance in stores. The topic of the seminar proved to be important for store owners and will definitely help them in their business.

Intensive business program of **Kyiv Fashion** allowed industry specialists to find out the information they needed regarding important questions, to establish mutually beneficial business contacts, to learn how to plan their business development and achieve success.





## PARTICIPANTS' REVIEWS:



**Hanna Skliankina,**  
Founder of Lanett:

*"We have been a regular participant of **Kyiv Fashion** for many years. This time we are pleased with the results of participation in the exhibition, since we have got a big number of new contacts, have found potential partners and signed agreements. We are planning to take part in Kyiv Fashion in future as well and impress our partners with new collections".*



**Tetiana Muratova,**  
Manager at SENSIS:

*"We like this exhibition in Kyiv and are always glad to come to Ukraine for participation in **Kyiv Fashion**. We believe that **Kyiv Fashion** is on a par with European and international exhibitions. This is one of the most important events for us and we consider it necessary to take part in it. The atmosphere here is always positive and we appreciate cooperation with the organizer's team".*



**Zoia Leshchenko,**  
Founder of MODUS family brand:

*"We are satisfied with the exhibition and are glad that we met our clients and partners. We like participating in **Kyiv Fashion** and are grateful to the organizer for a marvelous booth and timely help in solving any problems".*



**Mykhailo Uvarov,**  
Editor-in-chief of the magazine "Svit Bilyzny (The World of Lingerie)":

*"**Kyiv Fashion** is constantly improving. I was pleasantly surprised to see that the exhibition **Kyiv Fashion Lingerie&Swimwear** occupied a separate exhibition hall this time. It confirms that the organizer's team keeps moving forward and develops the exhibition".*

We look forward  
to seeing you at

KYIV  
FASHION

from the 4<sup>th</sup> till the 6<sup>th</sup>  
of September 2019  
in the International  
Exhibition Centre!