



**IEC** 15 BROVARSKYI AVENUE, LIVOBEREZHNA METRO STATION

September 5-7, 2018

# KYIV FASHION

From the 5th to the 7th of September, the 35<sup>th</sup> International Festival of Vogue **KYIV FASHION**, the traditional meeting place for professionals of Ukrainian fashion industry, was successfully held in the International Exhibition Centre.

#### PARTICIPATING COUNTRIES:

Belarus, China, Estonia, France, Germany, Hungary, Italy, Latvia, Poland, Spain, the Czech Republic, Turkey, UAE, Ukraine



## KYIV FASHION HAS PROVED ITS LEADERSHIP POSITION

among fashion industry events in Ukraine. A stable professional and quantitative growth of participants, exhibition area and level of organization demonstrates the tendency to exhibition development according to international standards.

## IT IS THE ONLY PROFESSIONAL COMMUNICATION B2B PLATFORM IN UKRAINE

that facilitates development of national fashion market and its integration to the world market. Every year manufacturers, designers and distributors from all over Ukraine and foreign countries conclude contracts at the exhibition.

**15, 000 m<sup>2</sup>**

Total exhibition area

two exhibition halls

**10, 000**

visitors

**600**

brands

## EXPOSITION OF READY-MADE CLOTHES AT KYIV FASHION IS RAPIDLY DEVELOPING

This time the visitors were pleased to see the extended range of women's, men's and children's clothes, headwear and accessories.

## KYIV FASHION LINGERIE&SWIMWEAR

The only exhibition of lingerie, swimwear and hosiery in Ukraine surprised the visitors with qualitative products by Ukrainian and foreign manufacturers.

The exhibition of raw materials

**KYIV FASHION FABRICS** has increased significantly this year as well.



## FOR THE FIRST TIME DURING THE WHOLE RUN OF THE EXHIBITION TEXTILE EXPERT TREND ZONE WAS WORKING

The zone of trends in textile during the season fall&winter 2018-2019, demonstrated general directions of the season, as well as key topics necessary for the creation of a fashion collection.

## KYIV FASHION EQUIPMENT

Companies-participants of the exposition presented a full range of modern sewing equipment: fabric cutting machines, CAD systems, sewing machines, overlock sewing machines, embroidering and knitting machines, tools and too many more to mention. The visitors and guests of the festival pointed out the growth of exposition.



## SPECIALLY EQUIPPED ZONE OF PODIUM SHOWS

For three days of the exhibition,

**over 40 catwalk shows**

of women's and men's fashion collections and lingerie lines were held on the exhibition podium.



**FOR THE FIRST TIME**

### SHOW OF STYLISTS:

work with images, advice and recommendations on wardrobe formation, choice of clothes and accessories.



**FOR THE FIRST TIME**

Shows on the main podium of the exhibition started with **TREND SHOW** of the upcoming season.



### "AUTOGRAPH"

The memorable final chord of podium life at **KYIV FASHION** was the conduct and official award ceremony of annual fashion clothes contest "Autograph".





## BUSINESS PROGRAM OF THE FESTIVAL

A number of seminars, workshops, lectures, round tables raised such issues as management of personnel, sales via social networks, entry to international markets and inevitable tendencies of future fashion.

### Discussion platform

#### “Evolution of Ukrainian fashion industry and retail”

*Organizers: Ukrainian Light Industry Enterprises Association Ukrlegprom and Kyiv International Contract Fair, Ltd.*

Participants of the event discussed such essential topics as increase of production efficiency due to new ideas and technologies, relevant questions regarding personnel and entry of Ukrainian manufacturers to international markets.

**Individual consultations** on elaboration of concept idea and DNA of a brand, work with trends, choice of assortment, branding and too many more to mention by **Olha Kalashnykova**, expert in the sphere of fashion and luxury of the French Institute Mod'Art International.



**Liana Biliakovych**, fashion analyst and forecaster, for the first time at the festival presented her captivating lecture

**“Fashion-2020: power of Instagram and technological progress. Refinement of tendencies”,** accompanied by brilliant photos and videos.

Business-consultant **Svitlana Prokhorovska** gave priceless advice on selling clothes via social networks during the seminar **“Which social network a clothes-selling business should choose”.**

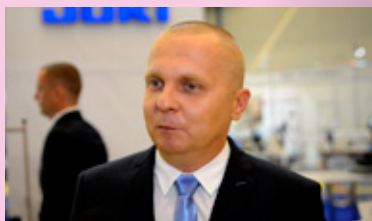
**Seminar “Sales promotion in a store” by Hennadii Tkachenko**, the best TOP-speaker of conferences dedicated to retail, head of the agency Retail Studio G.T., came as a pleasant surprise of the second day of the festival.

## FEEDBACKS OF EXHIBITORS



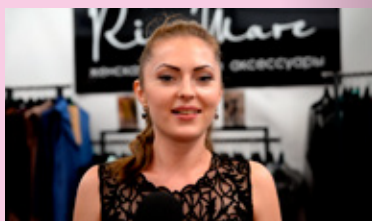
**Iryna Kuriuchkina, Owner of Komilfo company:**

"We are a regular participant of **KYIV FASHION** and this edition was no exception. We are pleased to note that the exhibition has attracted many visitors and its business program is very active. At this exhibition, we present novelties and search for new business opportunities".



**Oleksandr Zvierev, Director of SOFTORG company:**

"Like any other exhibitor, at **KYIV FASHION** we have got new clients, new interesting projects, realization of these projects, positive feedbacks and gratitude of our clients for the help in realizations of the tasks their manufacture encounters".



**Anna Khrustaleva, Manager of wholesale department of RicaMare TM:**

"It is not the first time our company participated in the exhibition. We always expect to attract new customers and make our trademark recognizable. We are also interested in cooperation and interaction with other participants of the exhibition, who greatly contribute to our development. Presentation of new collections is important to us as well".



**Tetiana Sytnyk, Director of BRANDMIX company:**

"We have been participating in **KYIV FASHION** for many years. At the exhibition we meet with our old clients and find new ones. We prepare new products for each exhibition, so that our customers are different from their competitors".



**Nataliia Honcharova, Founder of Raslov brand:**

"We are grateful to the exhibition organizers for the opportunity to present a new collection, find new markets and show our collection to wholesale customers".



**Mykhailo Uvarov, Editor-in-chief of Ukrainian business magazine "Svit bilyzny (The World of Lingerie)":**

"The exhibition is busy, fruitful and fascinating. I would like to thank the organizers, who make great efforts to maintain and develop the exhibition, as well as to make sure it brings benefits to all the participants of Ukrainian underwear market. We can see that the aesthetics and booth design become better every year. The organization moves forward so much that it deserves respect. Not only does the professional level of exhibitors and organizers grow, but also the professional level of all underwear market participants does".





**The next edition of **KYIV FASHION** will be held  
from the **30<sup>th</sup> of January to the 1<sup>st</sup> of February, 2019**  
in the International Exhibition Centre.**

Ukrainian and foreign manufacturers of fashion clothes, underwear  
and textile will demonstrate their collections of the season spring&summer 2019.

