

FASHION INDUSTRY: Saint Petersburg - Russia
Names that are known, names that will be discussed



Youth, dynamism and experience – that were the key features of the FASHION INDUSTRY International Fair which was held on November 1-4 in **Saint Petersburg**.

Looking at the results of the fair, we can say that FASHION INDUSTRY has got its fame and international recognition not only in Russia, but also in foreign countries. As a result, there was rather large number of exhibitors from Italy, France, Greece, Czech Republic, China, Finland, Poland, Baltic States, Ukraine, Belarus, etc. Totally there were 370 exhibitors both from Russia and from other countries of the world. Exhibiting companies were not only great companies presenting their famous brands and willing to expend their influence in the Russian market, but also new companies who would like just to start establishing new contacts in Russia.

The exhibit profile of the fair was presented by clothes and ready-made garments, leather and fur coats, footwear and head dresses, fitting and accessories, equipment. Main aims of the fair were both demonstration technical and technique achievements of Russian industry of clothes and garments and building of a special business-to-business ground used by all companies included in the chain of «production – distribution - retailers – serving sector».

Traditionally, FASHION INDUSTRY was supported by rather extensive business-program including scientific and research conferences, round-table meetings, workshop-trainings and seminars on the issues of current importance. Business events were conducted by such famous specialists of the industry of fashion as Claus Hilders (USA) – the president and the owner of «Epoch Consultants» company; Ellen Haeser (Netherlands) – the owner of «Haeser Unlimited» company; A. Kramarev – professor of Saint Petersburg State University of Service and Economics, Director General of the «Torgovye Resheniya» consulting company; Andrey Burmatikov – the manager of consulting projects of «Fashion Consulting Group», Andrey Magarik - Chief Editor of the «Rossiyskie Torgovye Marki» portal.

However FASHION INDUSTRY is not only specialized industrial exhibition, providing producers and buyers with and opportunity to extend the frames of their common business, but it is also the bright fashion-show that becomes more and more interesting from time to time. The grand opening of Fashion Industry was planned as a great festive-show named as «Planet of Fashion». The most important designers of St Petersburg fashion industry (Badmaeva, Petrov, Sedov) organized their defiles at the catwalk. Besides, there was a special defile of a new collection of Elena Sotneva, the winner of the competition of young designers held during the spring edition of FASHION INDUTRSY. Later the young designer was officially awarded with a Grand Prix by the Organizing committee of the fair.

During all four days of FASHION INDUSTRY a new project Salon de Luxe was open for visitors and guests of the fair. The new collections of deluxe clothes were presented by Sergey Levin, Irina Zolotukhina, Polina Vasarenko, Silvia Shkrashkova, Yaroslava Sedlachkova, Mauro Belcaro. Those are the names that are already well-known, the names that undoubtedly will be discussed in future. Salon de Luxe was officially supported by the Modelleurs Supporting Fond “ArtFond” (Moscow). The authors of the project had an intention to help beginning modelleurs, firstly, to form the circle of their admires and, secondly, to provide famous designers with an opportunity to improve their position in the sphere of fashion industry.

«Here, in Saint Petersburg, we have designers creating new beautiful collections and glossy magazines describing them, we have got buyers who are ready to purchase new collections and we have got people who would like to wear such a clothes. Our main goal is to gather all of them together, to help find each other», - tells Tatiana Nesterova, the Director of Fashion Industry.

The next session of the FASHION INDUSTRY International Fair will be held in St Petersburg on March 13 - 16, 2008.