



## **FASHION INDUSTRY Saint Petersburg, Russia October 31 – November 3, 2008**

Fifteen thousand squared meters of Sports and Concerts Complex space, two levels of exhibition exposition, a luxurious podium, unique seminars and conferences - it was an autumn "Fashion Industry" International Fair. There could not be a rival – the exhibition is one of the largest specialized professional exhibitions in Russia and the only one in North-West Russia.

This time "FAREXPO" Ltd, a giant and innovator in an exhibition and congress business, made the "Fashion Industry" International Fair in thirty second time. At the fair there were 295 exhibitors from ten countries and sixteen thousand of visitors, over a half of which are specialists of the industry. It assures the exhibition being led to a world level. This year the Director of the "Fashion Industry" International Fair Tatiana Nesterova was awarded with National Award in fashion industry. It is a long-expected recognition of made deals.

Particular attention during the fair traditionally was paid to Italy. Italians won the hearts of visitors of "Fashion Industry" from the first day of the fair. At the national exposition all the guests were entertained with light wine and delicious cheese from Toscana. But the key day for them became the second day of the fair, the Day of Italy. Managers of Italian companies met with Russian buyers and tens collections from the sunny peninsula were presented to attention of professional visitors. Twenty nine brands - from a strong Mirtillo to dynamically developing Italcopri. Being newcomers in Russian market, Italian companies long to explore it. Representative of a famous company "Stella due G" Claudio Grandino expect to continue cooperation. **"In circumstances of the economical crisis, - told Mr. Grandino, - European countries including Italy do all their best to find new partners. Russia is a perspective market for our production. There are new ways of cooperation and new contracts. Such exhibitions like "Fashion Industry" favour the development of trade cooperation between Russia and Italy. I have very positive feelings"**.

Not less noticeable was also a Contest of Young Designers. It is a traditional event accompanying the fair, but each time it is even more exciting. The participants of the contest are students of St Petersburg High Educational and Design schools, a winner is chosen with a simple voting by public jury. In spring a sympathies of visitors were won by Alexandra Fillipova with her collection "Fasten belts". This time for the fame and sponsors' prizes pretended a dozen of fashion designer. Whose models are brighter and more creative? Already bloodcurdling is just reading the names of represented collections: "Attantion, just colored!", "Urbanoplastica", "Following Remark's ideas"... A fashion designer Elena Strelets, a creator of a spring-summer collection "Coffee and chocolate", is sure: "Fashion Industry" is like a breath of fresh air for a young designer. **"Ahead of me there is my graduate work in Mukhin's High School. Then I plan to move to London to continue my studying. In two years I plan to set my own brand, then my own trade point. Later it will be possible to open galleries and boutiques. Now "Fashion Industry" is a place where this long way starts. What is another place where I can see other trademarks, communicate with competitors, to evaluate my level? Firstly, it's an advertisement. Secondly,**

**it's a high level competition. Thirdly, there are interesting and useful seminars. And everything is accessible for me even now, when I am just a student! What a wonderful opportunity”.**

But graceful models, colorful exotic collections, glamour of fashion as high as casual are just a surface. A basis is fashion industry, sphere of manufacturing and sales. That is why the most important part of the fair was an Economical Forum, business-purposed program for fashion specialists. Numerous discussions, conferences, presentations and seminars. Here are just some of subjects: “Sales in a trade hall: from standard to improvisation”, “Franchising in fashion-industry”, “Fashion merchandising”... Stayed in memory a round-table meeting “Other sizes: clothes and footwear for non-standard figures”. How can producers from small cities get success in a capital? Does it worth to hire overweight sale-assistant in a shop for big-size clothes? What is a difference between Russian giants and European ones? People who for many years dealing in non-standard sizes business firstly met and discussed their problems. European producers found potential Russian distributors. Andrey Magarik, an editor-in-chief of a data portal “Russian Trademarks” and a conductor of a round-table meeting, is greatly satisfied with the results. **“There are excellent initiatives carried out by “FAREXPO”, even if sometimes they are a little bit self-offence, because subjects of some seminars are new and their importance is not so obvious. Idea of the “Economic Forum of Fashion Industry” is extremely useful. It’s a unique event in the market of consulting services. From this point of view, “FAREXPO” positively differs from other exhibition organizers. In such auditoriums and with such statements of a problem often appear associations helping business people survive at the fashion market, which is rather complicated and conflicting”.**

The Organizers of the fair sensitively reacted to the global economic situation. One of the most actual event of the Economic Forum became a seminar **“Fashion-retail during the global crisis”**. Conducting by Maria Smorchkova, a director general of Association of fashion industry enterprises, participants of a round-table meeting discussed important questions. How does crisis influence on the world fashion market and on the fashion market of Russia? How to minimize expenses and save profits? And the most important question: what is a crisis – new dangers or new possibilities? The general style of reports and discussions was major, a common opinion of optimistically aimed fashion specialists was expressed by Diego Costanzo, a director of Italian Fashion Agency: **“Financial crisis, - noted he – really is a huge problem for all businessmen around the world. I remember, in Italy twenty years ago we had quite the same situation. But what I would like to tell is that now it is a time to risk and to do. When there is no crisis and everything keeps quit – one can have a rest and let a business go its own way. But crisis is a perfect moment for making investments, more and more. One should not sit and cry, but do one’s deals”**.

At the grand opening ceremony of “Fashion Industry” Oleg Shost, a director of “FAREXPO”, greeted participants of the fair cheerfully and aphoristically: “Have a successful business, successful contacts, successful contracts”. These words could be wishes also for the next year. The following thirty-third “Fashion Industry” will be held on March 12-16, 2009. And everyone is sure against all the crises it will be not less impressive.

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