

**INFORMATION REPORT**  
**International Exhibition of Textile and Clothing Industry**  
**«FASHION INDUSTRY»**  
**13 – 16 March 2008**

- Organizers:** FAREXPO Exhibition Group (Saint Petersburg)  
Concern «Rostextil» Public Corporation, «Textilexpo» Close Corporation  
(Moscow)
- Under support of:** The Administrative Board of the city of Saint Petersburg and the Government of  
Leningrad region
- Venue:** Saint Petersburg Sports and Concert Complex

**CONFIRMATION OF THE POSITION IN THE MARKET**

- Fashion Industry International Fair is the largest and most attended fair in the North-Western region of Russia.
- Fashion Industry International Fair is listed among the most significant events supported by the Administrative Board of the city of Saint Petersburg and the Government of Leningrad region.
- Fashion Industry International Fair has close partnership with Chambers of Trade and Commerce of the North-West of Russia and Region Trade Business delegations.
- Fashion Industry International Fair has been an approved event of the Global Association of the Exhibition Industry (UFI) since 2004

**STATISTICAL DATA**

- Gross total space, sq.m. – 10 891
- Net total, sq.m. – 3 835
  - incl. net hall space rented by national exhibitors, sq.m. – 2 778
  - net hall space rented by foreign exhibitors, sq.m. - 979
- Total number of exhibitors - 303
  - incl. number of national exhibitors - 241
  - number of foreign exhibitors - 62
- Number of participant countries - 17
- Total number of visitors – 14 166
  - incl. number of specialists – 5 205

**SPECIAL-PURPOSED SUPPORTING PROGRAM**

**Economic Forum of the Industry of Fashion**

Over **370** experts from various regions of Russia and such foreign countries as France, Estonia and Byelorussia and others visited the 7<sup>th</sup> Economic Forum of the Industry of Fashion in autumn 2007. Over **45** Russian trading networks all over the Russia were represented by agents from Saint Petersburg, Moscow, Ekaterinburg, Barnaul, Vologda, Cherepovets, Velikiy Novgorod, Murmansk, Chelyabinsk, Pskov, etc.

Program of the events included:

- Conference «Successful entering into St Petersburg market of fashion industry». «*Rossiyskie Torgovye Marki*» portal (Saint Petersburg)
- Seminar «Sales management». “*Personal ESTO*” Training Company (St Petersburg)

- Seminar «Fashion Trends (autumn-winter 2008/2009)». «PromoStyl» Paris bureau of style and trends (France)
- Conference «Human Resources and personnel management in a trade shop». «Torgovye Resheniya» consulting company (Saint Petersburg)
- Training workshop «Profession - buyer». Fashion Consulting Group (Moscow)
- Training workshop «How to use marketing researches for raising the level of competitive capacity». Open Business School (Great Britain / St Petersburg)
- Seminar «New ideas and methods of a new shop of fashion garments organization». «Torgovye Resheniya» consulting company (Saint Petersburg)
- Training workshop «Perfect sales». «Prestige» training company (St Petersburg)

### SPECIAL PROJECT FOR BUYERS “DAY OF ITALY”

On 14<sup>th</sup> of March a new project for buyers “Day of Italy” was organized to support a national exposition of Italian companies at the fair ground. In frames of its program 4 Italian branch associations presented their unique projects: Province of Naples, Salento Italian Excellence, Varese Moda and Cotone Moda. Totally, during “Day of Italy” over 37 new Italian brands of man and woman clothes, shoes, hosiery and accessorizes were presented. The event was visited by 79 specialists of fashion industry from various cities of Russia: St Petersburg, Moscow, Velikiy Novgorod, Pskov, Rostov-na-Donu, Kaliningrad, Ulianovsk, Arkhangelsk. In the frames of “Day of Italy” a new teaching program for buyers was presented by Maragoni Institute.

### YOUNG DESIGNERS COMPETITION

Traditionally during the fair a Young Designers Competition was organized. Firstly a co-organizer of the competition became a leading European Institute of Fashion – Magagoni Institute.

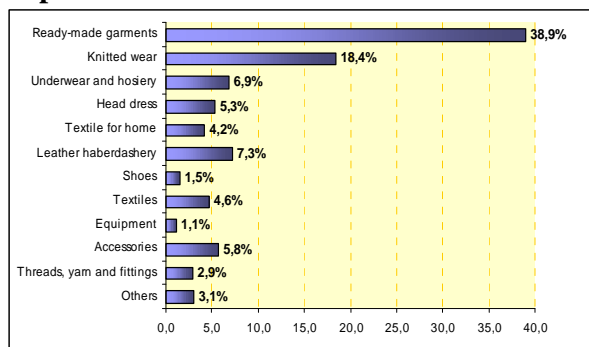
The competition was participated by students of the following specialized educational institutions:

- St Petersburg University of Technologies and Design
- State University of Service and Economy
- Shtiglits St Petersburg State Arts and Industrial Academy
- Engineering School of Clothing
- Baltic Institute of Ecology, Politics and Law

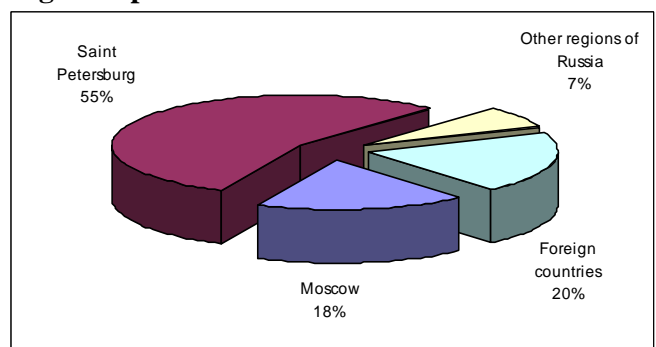
According to the voting of visitors of “Fashion Industry” fair the first prize of Spring-2008 went to a collection “Fasten your belts – it will be interesting!”, presented by Alexandra Fillipova (a student of State University of Service and Economy).

### PARTICIPANTS OF THE FAIR

#### Exposition structure

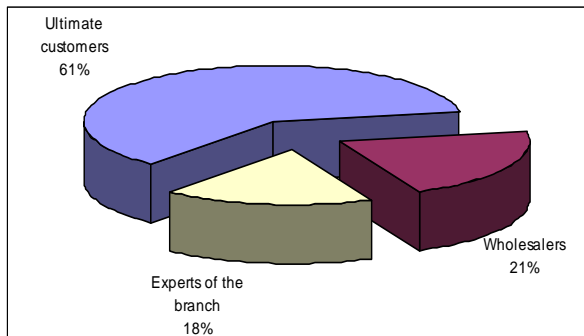


#### Region representativeness

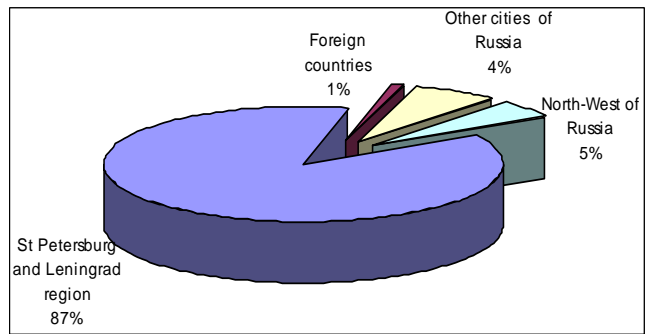


## VISITORS TO THE FAIR

### Exhibition visitors



### Wholesalers region structure



## ADVERTISING AND INFORMATION SUPPORT

### 1. Announcement of the fair and its business program in specialized and general political publications:

**Print mass media specialized in the industry of fashion:** «LegPromBusiness» (newspaper), «Director» (magazine), «Modny Madazin» («Fashion Shop» – magazine), Fashion Report (magazine), Upravlenie Magazinom («Store management» - magazine) «Industriya Mody» («Fashion Industry» – magazine), «International Textiles» (magazine), «Atelier» (magazine), Teoria Mody («Theory of fashion» - magazine), «Rossiyskiy Delovoy Reestr» («Russian Business List» – magazine), «Modnoe bel'e» («Fashion Underwear» – magazine), «OptovikBusinessMarket» (Bulletin), «Rossiyskie Torgovye Marki» («Russian Trade Brands» – magazine), «Catalogue-Moscow» (magazine), «Legkaya Promyshlennost'. Courier» (magazine), «Gala Style», (magazine), «Ivanovskaya Manufaktura» («Ivanovo Manufacture» – magazine), «Odezhda i Textil» («Clothes and Textile» – magazine), «Sharm. Moda i dizain» («Charm. Fashion and design» - magazine), etc.

**Print mass media of general orientation:** «Vedomosti» («Gazette» - newspaper), «Delovoy Peterburg» («The Business St. Petersburg» - newspaper), «Vecherniy Peterburg» («The St. Petersburg Evening» – newspaper), «Novosti Peterburga» («The St. Petersburg News» - newspaper), «The Chronicles» (newspaper), «Vechernee vremia» («The Evening Time» – newspaper), «Na Nevskom» («At the Nevsky pr.» – newspaper), Nevskoe Vremia («Neva's time» - newspaper), «Smena» («Change» - newspaper), «Ot Pitera do Moskvy» («From St. Petersburg to Moscow» – newspaper), «The Consul» (newspaper), «Metro beauty» (newspaper), («Evropayskaya stolitsa» («The European Capital» – newspaper), «Peterburgskiy Chas Pik» («The St. Petersburg's Peak Hour» – newspaper), «Regionalnaya Zhizn'» («The Life of Regions» – newspaper), «St Petersburg times» (newspaper), «Business woman (TOP MANAGER)», etc.

- Advertising on the Internet by means of banners and floating windows:** [www.exponet.ru](http://www.exponet.ru), [www.modny.spb.ru](http://www.modny.spb.ru), [www.lpb.ru](http://www.lpb.ru), [www.modnoe.ru](http://www.modnoe.ru), [www.mir-modnogo.ru](http://www.mir-modnogo.ru), [www.legprom.biz](http://www.legprom.biz), [www.style.hi-fi.ru](http://www.style.hi-fi.ru), [www.rosdr.ru](http://www.rosdr.ru), [www.ivtextile.ru](http://www.ivtextile.ru), [www.e-mm.ru](http://www.e-mm.ru), [www.vladfashion.ru](http://www.vladfashion.ru), [www.elegantshop.ru](http://www.elegantshop.ru), [www.fashionfestival.ru](http://www.fashionfestival.ru), [www.womanspb.ru](http://www.womanspb.ru), [www.expoinfo.ru](http://www.expoinfo.ru), [www.expomenu.ru](http://www.expomenu.ru), [www.odezhda.su](http://www.odezhda.su), [www.trudu.net](http://www.trudu.net), [www.pijama.ru](http://www.pijama.ru), [www.lifestar.ru](http://www.lifestar.ru), [www.vdnh.ru](http://www.vdnh.ru), [www.trade-mart.ru](http://www.trade-mart.ru), [www.modny.spb.ru](http://www.modny.spb.ru), [www.islandmoda.ru](http://www.islandmoda.ru), [www.odejda.biz](http://www.odejda.biz), [www.apraksin.ru/expo.php](http://www.apraksin.ru/expo.php), [www.shopping-spb.ru](http://www.shopping-spb.ru), [www.be-in.ru](http://www.be-in.ru), [www.elegprom.ru](http://www.elegprom.ru), [www.kruzevo.com](http://www.kruzevo.com), etc.
- Distribution of preview trailers at the popular radio and principal television channels: 137 radio and 38 video trailers in prime-time
- Street and subway advertisement: 350 stickers and light-boxes in St. Petersburg metro, 14 billboards next to the arterial roads of St. Petersburg, 100 stickers in mini-buses of Central and Moscow districts of St Petersburg.
- Direct mail distribution of invitation cards and illustrated attachments to the official exhibition catalogue «You are invited by...»: over 25 000 addresses
- Distribution of personal invitation cards to the chiefs of the key trading companies and specialists of the market of the fashion by means of courier service: About 4 000 invitation letters
- Cooperation with the Chambers of Commerce and Industry of the North-western region of Russia: more than 800 invitation letters were distributed among the professional purchasers and experts of the industry of fashion in such cities as Arkhangelsk, Vologda, Murmansk, Vologda, Lipetsk
- Attraction of region trade business delegations to the fair: Organization of bus delegations from the cities of Velikiy Novgorod and Pskov escorted with TV and mass-media

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