

# CAF

CENTRAL ASIA FASHION

## SPRING-2022

14-16.03.2022

Almaty, Kazakhstan

г. Алматы, Казахстан



## 29 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ INTERNATIONAL FASHION EXHIBITION

*Создавая новые возможности*

### ***Almaty hosted an international fashion exhibition Central Asia Fashion Spring-2022***

From March 14 to 16, 2022 manufacturers from eight countries: Turkey, Russia, Italy, Germany, Poland, Kazakhstan, India and China presented new collections at the international fashion exhibition CAF Spring-2022. The 85 fashion manufacturers and suppliers brought to Kazakhstan's Almaty their collections for the coming season for pre-order and purchase by buyers, and exchanged information on the state of the industry.

#### **Central Asia Fashion Spring-2022 Season Results**

The largest professional international fashion exhibition in the Central Asian region - Central Asia Fashion Spring-2022 was held in Almaty on March 14-16, 2022. Latest, 29th season of the event was attended by 4,516 professional specialists of the fashion industry: buyers, owners of businesses, sales representatives, distributors, store directors, wholesalers, suppliers, analysts, representatives of shopping centers and experts of the fashion market. The special buyer program, opened for business support by the event organizers, CATEXPO exhibition company, was used by 786 entrepreneurs from all regions of Kazakhstan. In addition to this CAF Spring Salon was visited by fashion specialists from Kyrgyzstan, Tajikistan and Uzbekistan.



The opening ceremony of Central Asia Fashion Spring-2022 and its guests of honor

Among the participants of the Central Asia Fashion spring show were 85 fashion manufacturers and suppliers from eight countries: Turkey, Russia, Italy, Germany, Poland, Kazakhstan, India and China. Among the thematic sections of the exhibition the most widely represented were: women's, men's and children's clothing, hats, outerwear and fur coats, sports and jeanswear, underwear, as well as bags and fashion accessories.





Kazakh buyers at the stand of participants from Turkey

Participants of the international fashion exhibition CAF Spring-2022 brought to Almaty new collections for the coming season for pre-order and purchase by buyers and exchanged information on the state of the industry. In the show area, 16 fashion brands from Turkey, Russia and India presented their new collections on a specially equipped catwalk.



Fashion shows of CAF Spring-2022 exhibitors

Over 40 categories of women's, men's and children's clothing and accessories, a wide range and pricing policy for every taste and purse, as well as exchange of views, analytics of leading players of retail-market and creative collaborations with the most interesting cultural and fashion-projects of Kazakhstan: Central Asia Fashion exhibition continues to amaze the global professional fashion community.





Metin Arslan, director of the exhibition company CATEXPO

As Metin Arslan, director of the international exhibition company CATEXPO said: «Today it is very important not to stop and develop. We are glad to become such a platform, where business feels the support, where there is an exchange of views for the purpose of growth. We are happy that despite the difficulties our participants were able to come and at the end of the exhibition all without exception found new customers, and visitors-retailers were able to place orders and will soon receive new goods».



CAF Spring-2022 participants from Russia

At the same time, buyers and other visitors come to the event not only to order collections. For example, Ilmira Ahenbekova, the owner of one of the stores in Shymkent, shares her opinion: «I haven't missed this particular exhibition for many years and every time I find something new for my customers. I am glad that in spite of the pandemic and the geopolitical situation, dozens of brands are still represented here. CAF is one of the few professional events for retailers where you are not limited in your pre-order budget and always get fresh information and working recommendations of experts that we are happy to implement in our work».



## The results of the Central Asia Fashion business conference

The analysts and experts invited to the event shared their opinions at the traditional CAF business conference. Sergey Bulanov, a specialist on work with retail networks of Nielsen IQ in Kazakhstan, said that despite the fact that 72% of Kazakhstanis continue to take measures to reduce spending, particularly on clothing, food and entertainment outside the home, the Consumer Optimism Index for Q4 2021 increased by 5 points and reached 109 points out of 200 possible. However, the expert speaks about the forecasts with caution, recommending retailers to take a flexible approach.



Elbegi Abdiev, Deputy Chairman of the Board of the Association of Legal Entities «Union of Trade Networks of the Republic of Kazakhstan» and Milena Ershova, general producer of Central Asia Fashion

The opinion was expressed by Elbegi Abdiev, Deputy Chairman of the Board of the Association of Legal Entities «Union of Trade Networks of the Republic of Kazakhstan», who spoke about the scale of business losses and their compensation as a result of the «black January» in Kazakhstan, and who proposed a number of necessary measures to support business. Among them: to postpone mandatory labeling, reduce VAT and simplify requirements for SMEs to come out of the shadows. According to the expert, today «taxes and requirements are very high. Business is aware of the difficulties that civilized trade encounters and the many requirements that are imposed on it, and eventually realizes that it is not profitable to trade in the shadow».

Natalya Ospanova, President of «Kazakhstan Association of Professional Researchers of Public Opinion and Market» (KAPIOR) also shared her unique research of e-commerce at the business conference. The expert highlighted the 5 most successful players and directions of the fashion segment, and also told why online sales receive different coverage in different regions of Kazakhstan.

It is worth noting that special attention at the Central Asia Fashion business conference was paid to the interaction between the consumer and the business owner: Kazakhstani fashion retail experts expressed their opinions on how to act during the turbulence and the endless series of changes, what to expect for the Kazakhstani business and how to minimize the risks in the current situation. In particular, the invited experts agreed that today is not the best time for an urgent «dumping of goods from the warehouse. There should be a considered approach to sales planning and a clear understanding of the liquidity of goods. Thus Ksenia Kuserbayeva, business consultant and co-founder of Retail School, shared her recommendation that «between euphoria and depression now it is better to choose the trajectory of development and actively work with risks».



Panel discussion of Kazakhstan fashion retailers

A session with popular Kazakhstani bloggers sparked interest and heated discussions among the participants of the business conference. Kirill Flymen, Diana Snegina, Alina Sarsenova and Yana Bobryka talked about their own experiences and shared how to perceive the sharp reactions of the audience in social networks, debated the need for brand ambassadors in the fashion business and spoke out about the growing momentum of hype and hatemongering.

Interesting data from a personal social media study presented by «best stylist of 2021» - Mira Bergen. According to the expert, the majority of visitors to Kazakhstani stores believe that the owners choose goods only to their own taste, while limiting themselves in price and not based on tendencies and trends in the world fashion. A titled stylist, blogger and expert gave clear recommendations on how to decorate outlets and improve service. The specialist is sure: the demand for personal stylists and customer requests will gain popularity in the future. Sabina Rustembaeva, blogger and founder of the «Blogging Empire» school, told about new trends in fashion content, drawing the audience's attention to the growing need for interaction and communication with social network users.



CAF consulting center for fashion retailers



It is important that visitors were able to communicate with experts and get useful information for business development outside the framework of the business conference. All three days of the event at the exhibition site worked a specially equipped free consultation center, where the top practitioners of fashion retailing gave recommendations on system management, merchandising, assortment management, planning and in sales, hiring and training of personnel, finance and accounting, tax accounting and auditing. More than 50 business owners from different regions of Central Asia received individual consultations and practical recommendations during the work of the consulting center.

### **Central Asia Fashion Special Projects**

This is not the first time that CAF International Fashion Fair has really supported the young talents of Kazakhstan. As part of the opening ceremony of the spring season of the exhibition, a special presentation of works by finalists of the annual contest of young designers "New Generation.Open Way-2021" held by the National Fashion Week Kazakhstan Fashion Week was organized. 21 works of Kazakhstani designers from 5 regions of the country were made of jeans on the theme of conscious consumption. Kazakhstani designers presented their works on mobile runway-transformer: Bela Pugoyeva, Aruzhan Smagulova, Rauan Nysanbayev, Malika Suyeubergen, Zhamila Albiyeva, Sofia Levina, Milana Bokova, Altynay Utarova, Nurdaulet Beketayev, Ayzhan Seitkazy, Zhaniya Yergeshbay, Altynai Alibayeva, Dana Saduakhasova, Dilnaz Isabekova, Anar Maksut, Dilnaz Bektaeva, Gulbakhram Syzdykova, Inker Mukhtar, Nurali Kankeldi, Asem Uralbayeva, and Natalya Stolbushkina.



"New Generation. Open Way - 2021" finalists' collection at the opening ceremony of CAF 2022

The special project of the exhibition in the ART Gallery section of CAF - «DNA Capital of Kazakhstan» attracted special attention of the visitors. Ten original paintings by a young Kazakh artist and blogger, Asel Sabyrzhankyzy, known by her pseudonym @Assolya, were presented to the public. The artist presented a unique exposition of portraits of Kazakhstani celebrities, including Dimash Kudaybergen, Gennady Golovkin, Jah Khalib, Batyrkhan Shukenov, Skriptonit, Zhanar Dugalova, Bauyrzhan Momyshuly. Portraits of such legendary figures in the history of Kazakhstan as Dinmuhamed Kunayev, the leaders of the party «Alash», the khans Kerey and Zhanibek - the artist presented in unusual techniques: «3 pencils» and «symbolic graphics».

The conversion of art into a kind of digital format, declared by the organizers of the exhibition, was a success. Due to the fact that all the exhibited paintings in ART Gallery CAF were equipped with informative QR codes and descriptions, everyone could see a video presentation of the selected work and a unique moment of «the mystery of the birth of the painting», filmed in the accelerated Timelaðs mode. Every day organizers registered over 1500 click-throughs from the visitors.



Opening of ART Gallery CAF with the project «DNA Capital of Kazakhstan», by artist Asel Sabyrzhankeyzy

The English version of ART Gallery CAF helped numerous foreign participants and international visitors to learn more about the famous personalities of Kazakhstan, who have become not just the pride of their country, but a real treasure of the country.

A special guest of the autograph session and presentation of ART Gallery CAF was the mother of popular performer Jah Khalib, Lyazzat Mamedova. She noted that the project «DNA Capital of Kazakhstan» should have a continuation and an opportunity to represent as many talented people of Kazakhstan as possible.

#### **About the Exhibition**

Let us remind you that the international fashion exhibition Central Asia Fashion is held in Almaty twice a year (March and September), since 2006. Each season, fashion brands and manufacturers from all over the world take part in the exhibition. Pre-order and purchase of collections is organized at stands, buyer and designer shows are held on catwalks, business-zone is represented by specialized business-conference with panel discussions, analytical sessions, thematic seminars, round tables and master-classes. All three main elements of the expo-business-show are aimed at making deals and actively conducting business processes.



**CAF**  
CENTRAL ASIA FASHION  
**AUTUMN-2022**

**30** МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION

**10-12** августа  
august **2022**

Organizer / Организатор  
**САТЭХРО**

[WWW.FASHIONEXPO.KZ](http://WWW.FASHIONEXPO.KZ)

The 30th Anniversary Exhibition of Central Asia Fashion Autumn-2022 will be held from August 10 to 12, 2022. The organizers thank the media for their interest in the project.

When using the release data, please specify the source: International Central Asia Fashion Exhibition. When using photos, please specify: CAF Press-Service

**Inquiries about participation at the exhibition:**

CIS countries - Evelina Salikhova

[info@fashionexpo.kz](mailto:info@fashionexpo.kz)

Mobile phone +7 771 571 84 00

Europe – Senan Paker

[info@catexpo.net](mailto:info@catexpo.net)

Mobile phone +90 212 320 18 46

**Inquiries on partnership and participation in the business conference:**

Milena Ershova

[promo@fashionexpo.kz](mailto:promo@fashionexpo.kz)

Mobile phone +7 771 506 49 45

**Press-Service:**

Tatyana Sinenko

[pr@fashionexpo.kz](mailto:pr@fashionexpo.kz)

Mobile phone +7 771 416 42 51