

**CAF**  
CENTRAL ASIA FASHION

**30**

**МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION**

**10-12** августа  
august **2022**

**Central Asia Fashion  
Autumn-2022  
CREATING NEW OPPORTUNITIES**

### ***Anniversary 30th Central Asia Fashion International Fashion Exhibition ended in Almaty***

#### **Participants and visitors of Central Asia Fashion**

The most large-scale season in the history of the B2B project hosted 143 fashion brands from 10 countries. Suppliers and manufacturers from Turkey, Russia, Moldova, Tajikistan, Belarus, Italy, China, Poland, Kazakhstan and Uzbekistan brought their collections for pre-order and purchase by buyers.

The opening ceremony was attended by the Consul General of the Republic of Uzbekistan in Almaty, Mr. Abrora Fatkhullaev and Trade Attaché of Türkiye in the Republic of Kazakhstan, Mr. Syzdyk Kaya.



Opening of the 30th Central Asia Fashion International Fashion Exhibition

#### **CAF visitors and buyers programme participants**

During the three days of the exhibition, 7,470 specialised specialists from Central Asia visited the booths of the exhibitors. Of these, 5,220 visitors purposefully came to the Central Asia Fashion Exhibition and 2,250 buyers were registered to the specialized Elite Line exhibition of footwear, fur, leather and accessories. Fashion specialists from Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, Russia and Türkiye showed high interest and the greatest activity in pre-orders and purchasing collections for the next season.

The main result of the work of the special buyers programme (hosted buyers programme), held by the organizers of the exhibition, was the attendance of the event by 1,734 buyers and fashion business owners from all regions of Kazakhstan.



Exhibition Pavilion of the Central Asia Fashion International Fashion Exhibition

Among the thematic sections of the exhibition, women's, men's and children's clothing, hats, outerwear and fur coats, sportswear and jeans, underwear, as well as bags and fashion accessories were most widely represented. Each direction was reflected both on the booths and on the catwalk: over 3 days of the exhibition, more than 40 fashion collections of brands were shown, which will be relevant in the spring of 2023.



Fashion Shows of Participants at the Central Asia Fashion Autumn-2022 Fashion Exhibition

The anniversary season of Central Asia Fashion gave a bright start to the subsidiary project, a specialised exhibition of footwear, fur, leather and accessories – Elite Line. The pavilion of this exhibition brought together more than 70 manufacturers from 5 countries: Türkiye, Russia, Kazakhstan, Belarus and Uzbekistan. A wide range, trendy offers, and most importantly, the high quality of products caused indisputable interest among the specialised audience of the exhibition – buyers on the spot discussed the possibility of pre-order and delivery for the coming season.

A special gala show of Turkish Association of Fur Manufacturers and Entrepreneurs KSIAD also attracted the attention of the visitors of the fashion project, which showed samples of collections from 7 leading members of the association: Gusto, Gatafur, Modagueen, Emelda, Tosato, Visette, Durassi brands.



Gala Show of Fashion Novelties from the Association of Fur Manufacturers and Entrepreneurs KSAID (Türkiye)

### Central Asia Fashion Business Conference

The CAF business conference, which has gained particular popularity among market experts and media representatives, has traditionally met the expectations of the exhibition visitors. Relevant topics, spirited discussions, unique analytics and forecasts did not leave any participant indifferent.



Competent experts of the Central Asia Fashion Autumn-2022 Business Conference

So, according to the commercial director of NielsenIQ Kazakhstan, Madina Seisengaliyeva, who presented a mega analytics of shopping behaviour for 10 years, 88% of Kazakhstani buyers consider the cost of goods to be the main one, and brand, quality and country of production no longer have the same importance. At the same time, Elbegi Abdiev, Deputy Chairman of the Board of the "Union of Retail Networks of the Republic of Kazakhstan" Association of Legal Entities, at the "Extreme Restart of Large Retail" session predicted an increase in prices for many categories of goods in the coming season.

However, a special industry study of the retail market in Kazakhstan, conducted by Alvin Market at the request of CAF, confirmed that compatriots are looking forward with hope and are quite optimistic in their forecasts – 68% of respondents expect an improvement in the economic situation in the region in the coming months, and 80% – in the next 5 years.



Central Asia Fashion Autumn-2022 Business Conference

In turn, at the “The ABC of Fashion Business in the Post-Normal Time” panel discussion with the participation of international experts, it was noted that “business lives here and now and one should not expect another time or any special conditions.” Meanwhile, the business case of stylist and fashion blogger, Mira Bergen, who shared her personal experience of opening a clothing store and gave advice on business development, became an example for inspiration for store owners.

The audience was especially interested in the “How to Monetise Creativity in Retail?” panel discussion, where representatives of business, art and potential investors exchanged views on how to make money on copyright content and combine business and creativity.



Participants of Central Asia Fashion Autumn-2022 present a new collection to buyers

It is important that visitors of the exhibition were able to communicate with experts and get useful information for business development, including beyond the scope of the business conference. During all three days of the event, a specially equipped free consultation centre worked on the site, where top fashion retail practitioners gave recommendations on system management, merchandising, range management, planning and sales, recruitment and training of personnel, finance and accounting, tax accounting and audit.

A special service for visitors launched for the anniversary season became unique: for the first time in Central Asia, a service of professional support for the purchase of “Stylist For an Hour” was rendered within the framework of Central Asia Fashion. A team of stylists-practitioners actually helped buyers to collect successful collections, calculate the store’s product content, and form a purchase budget.

Another special project of the business programme, CAF Job Fair, presented job seekers and employers with open vacancies in top fashion companies in Kazakhstan. Visitors actively left their CV and had short interviews with professional HR specialists. In turn, employers, also in search of effective employees, conducted express interviews.

### **Special projects of Central Asia Fashion**

As part of the opening ceremony of the Central Asia Fashion exhibition, together with the ANDRES scout agency, a charity children's show of Kazakhstani designers was held, where children from 4 to 14 years old from five cities of Kazakhstan (Nur-Sultan, Almaty, Shymkent, Semey and Karaganda) presented special seasonal collections of Kazakhstani designers Lariia Dzhakambaeva, Tatiana Zhukova, Natalia Michuraeva, Elmira Dzholanasheva and Sabina Volskaya.



CAF Fashion Exhibition Special Project — Designer Pool. Children's Fashion Show from Kazakhstani Designers

Another ongoing project at the ART gallery CAF exhibition attracted the attention of visitors. This time the guests of the exhibition were presented with a collection of 10 original paintings united by a common theme – “Smart Art Code” from a professional practicing psychologist and artist – Miia Kryzhanovskaia. As part of the ART gallery CAF, visitors could pass a real psychological test: at the exposition, each painting was accompanied by an instruction “with psychological keys”, following which one could learn more about oneself.

The Central Asia Fashion International Fashion Exhibition has been held in Almaty twice a year since 2006. Now CAF is a platform where all conditions are created for finding a reliable partner as represented by a clothing manufacturer, placing orders for the supply of collections, finding a distributor, and also professional development. Every season, the event is attended by fashion industry specialists from the entire Central Asian region and the CIS countries: buyers, owners and holders of fashion business, representatives of retail chains, managers of fashion stores, representatives of shopping malls, wholesalers and retailers. At the booths of numerous participants, pre-orders and purchases of collections are carried out, buyers and designer fashion shows are held on the catwalk, the business zone is represented by a specialised business conference, within which panel discussions, analytical sessions, and

thematic seminars are held. All three main elements of the expo business show exhibition are aimed at making deals and actively conducting business processes.

The main sections of the exhibition present 40 product groups, including women's, men's, children's, evening wear, underwear, swimwear, home clothing, as well as clothes for plus sizes and for an active lifestyle. In order to ensure the efficient work of buyers and participants, the organiser, CATEXPO Exhibition Company, conducts a special buyer programme – Hosted Buyers Programme – due to which buyers from all regions of Central Asia can visit CAF without financial burden.

The organisers of the event, the CATEXPO Exhibition Company, have a clear and systematic approach to business. The dates of the exhibitions for the upcoming 2023 are already known: for example, **the spring season of the CAF Spring-2023 International Fashion Exhibition will be held on March 13-15**, and the **CAF Autumn-2023 Autumn Exhibition Salon will be held in August**, together with a specialised exhibition of shoes, fur, leather and accessories – Elite line. The venue for all upcoming exhibitions – **Almaty, Atakent Kazakhstan Business Cooperation Centre.**



**31** МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
**INTERNATIONAL FASHION EXHIBITION**

**13-15**  
марта  
march  
**2023**

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CENTRAL ASIA FASHION

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