

POST-SHOW REPORT

27.07.2026 - 29.07.2026
ALMATY, KAZAKHSTAN

ABOUT THE EXHIBITIONS

145 EXHIBITING COMPANIES FROM 11 COUNTRIES
— KAZAKHSTAN, TÜRKIYE, CHINA, RUSSIA,
GERMANY, ITALY, UZBEKISTAN, FRANCE, UKRAINE,
AZERBAIJAN, AND THE USA — PRESENTED
MORE THAN 30 GROUPS OF FASHION PRODUCTS.
THE EXHIBITION WAS VISITED BY **8,192 BUYERS**
FROM KAZAKHSTAN, UZBEKISTAN, KYRGYZSTAN,
TAJIKISTAN, AND RUSSIA. THEY EXPLORED NEW
FALL-WINTER 2026/2027 COLLECTIONS, UPDATED
THEIR SEASONAL PRODUCT RANGES, AND
ESTABLISHED NUMEROUS BUSINESS CONTACTS
WITH MANUFACTURERS AND SUPPLIERS ACROSS
KEY SEGMENTS OF THE LIGHT INDUSTRY, INCLU-
DING APPAREL, FUR, LEATHER, FOOTWEAR, AND
ACCESSORIES.



MAIN SECTIONS OF THE EXHIBITIONS

- WOMEN'S CLOTHING
- MEN'S CLOTHING
- CHILDREN'S CLOTHING
- FOOTWEAR
- SPORTSWEAR
- DENIMWEAR
- LINGERIE & SWIMWEAR
- HOSIERY & SOCKS
- HATS & SCARVES
- OUTERWEAR, LEATHER & FUR
- EVENING & TRADITIONAL WEAR
- KNITWEAR
- PLUS-SIZE CLOTHING
- ACCESSORIES & BAGS

ADMISSION IS EXCLUSIVELY RESERVED
FOR INDUSTRY PROFESSIONALS

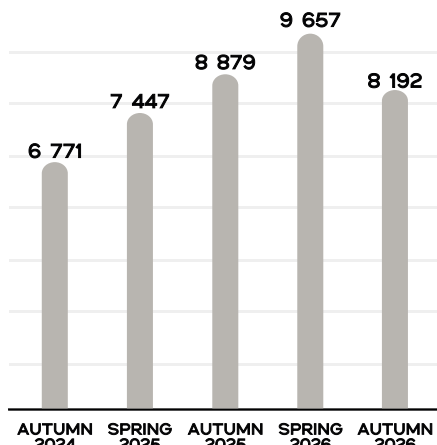


11 PARTICIPATING COUNTRIES

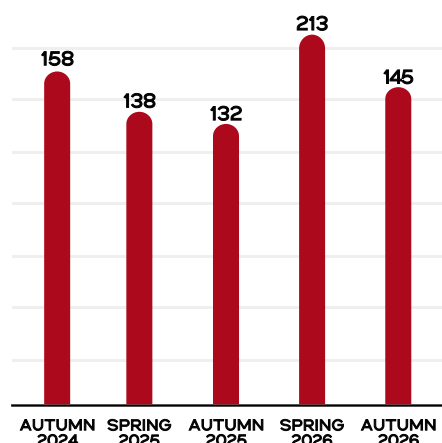
- AZERBAIJAN
- GERMANY
- ITALY
- KAZAKHSTAN
- CHINA
- RUSSIA
- TÜRKIYE
- USA
- UZBEKISTAN
- UKRAINE
- FRANCE

145 PARTICIPANTS FROM 11 COUNTRIES

DYNAMICS OF ATTENDANCE
FIVE SEASONS



DYNAMICS OF EXHIBITOR PARTICIPATION
FIVE SEASONS



8 192 VISITORS

IN THE AUTUMN-2026 SEASON, THE
EXHIBITION WAS VISITED BY BUYERS
FROM **10** COUNTRIES AND **55** CITIES
ACROSS KAZAKHSTAN



- BELARUS
- GERMANY
- KAZAKHSTAN
- CHINA
- KYRGYZSTAN
- RUSSIA
- TAJIKISTAN
- TÜRKIYE
- UZBEKISTAN
- UKRAINE

MORE ABOUT THE EXHIBITIONS ON THE WEBSITES
WWW.FASHIONEXPO.KZ WWW.ELITELINE.KZ

ORGANIZER
catexpo

FASHION SHOWS

WITHIN THE FRAMEWORK OF THE EXHIBITION, A SPECIAL SHOW AREA HAS BEEN ORGANIZED TO SHOWCASE THE FASHION COLLECTIONS OF THE EXHIBITION PARTICIPANTS. **40** COLLECTIONS OF FASHION BRANDS WERE PRESENTED IN THE FALL SEASON.



ADVERTISING CAMPAIGN

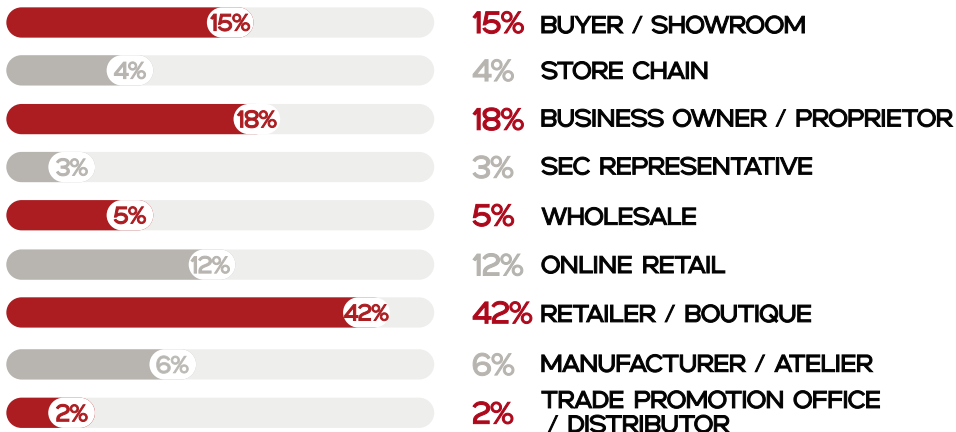
- ADVERTISING THE EXHIBITION ON MORE THAN **400 PORTALS AND WEBSITES**
- EXHIBITION ADVERTISING BANNERS IN **30 COUNTRIES** WORLDWIDE
- PUBLICATION AND PROMOTION OF EXHIBITION INFORMATION ON THE OFFICIAL WEBSITES AND SOCIAL MEDIA CHANNELS OF MEDIA PARTNERS AND NEWS PORTALS
- PR, AUDIO AND VIDEO ADVERTISING
- OUTDOOR ADVERTISING
- INFORMATIONAL MAILING ANNOUNCING THE EXHIBITOR'S PARTICIPATION
- COOPERATION WITH REGIONAL AND INTERNATIONAL AGENCIES TO ATTRACT THE EXHIBITION'S TARGET AUDIENCE
- THE TARGET AUDIENCE OF THE OFFICIAL WEBSITES WWW.FASHIONEXPO.KZ AND WWW.ELITELINE.KZ — **MORE THAN 200,000** USERS PER MONTH
- NUMBER OF FOLLOWERS OF THE OFFICIAL INSTAGRAM PAGE @CENTRALASIAFASHION — **MORE THAN 22,000**
- NUMBER OF FOLLOWERS OF THE OFFICIAL INSTAGRAM PAGE @ELITELINE_EXHIBITION — **MORE THAN 1,600**
- CALL CENTER OUTREACH TO INVITE BUYERS FROM CENTRAL ASIA
- EVENT PROMOTION IN SPECIALIZED PUBLICATIONS

SOCIAL MEDIA



PORTRAIT OF AN EXHIBITION VISITOR

BY TYPE OF COMMERCIAL ACTIVITY



HOSTED BUYERS PROGRAM

EXHIBITION COMPANY CATEXPO HAS ORGANIZED A UNIQUE PROGRAM TO SUPPORT AND ATTRACT BUYERS. THE PROGRAM PROVIDED AN OPPORTUNITY:

- ACCOMMODATION IN A HOTEL (4*) THE EXPENSE OF THE ORGANIZER;
- REIMBURSEMENT OF TRANSPORTATION COSTS;
- FREE ATTENDANCE AT THE BUSINESS CONFERENCE AND FASHION SHOWS.

IN THE AUTUMN-2026 SEASON, **4 428** REGIONAL BUYERS BECAME PARTICIPANTS OF THE BUYER'S PROGRAM.



BUSINESS PROGRAM

THE CENTRAL ASIA FASHION BUSINESS CONFERENCE BRINGS TOGETHER A BROAD AUDIENCE EACH SEASON INTERESTED IN THE LATEST INSIGHTS ON SOCIAL TRENDS, FINANCE, MARKETING, SALES, AND FASHION TRENDS. DURING THE **AUTUMN-2026 SEASON**, THE SHOW AREA HOSTED **5 EXPERT SESSIONS AND 1 LECTURE**, FEATURING **31 EXPERTS** FROM KAZAKHSTAN, UZBEKISTAN, KYRGYZSTAN, AND RUSSIA. AMONG THEM WERE RENOWNED KAZAKH DESIGNER AND FOUNDER OF THE KURALAI HAUTE COUTURE HOUSE KURALAI NURKADILOVA, AS WELL AS MRS. KYRGYZSTAN-2026 AND HEAD OF THE BRAVO GARMENT FACTORY OLESYA LADYGINA. MADI BEKDAIR, FOUNDER OF THE SCHOOL OF CONCEPTUAL STYLISTS AND THE STYLE SESSION IMAGE STYLISTS COMMUNITY, DELIVERED AN INSIGHTFUL LECTURE ON «MANAGING CUSTOMER LOYALTY AND CUSTOMER VALUE IN THE FASHION BUSINESS». BUSINESS CONFERENCE HOST NATALIA MIRONOVA HIGHLIGHTED KEY TOPICS INCLUDING CONTENT MARKETING, STRATEGIES FOR COMMERCIAL SUCCESSFUL COLLECTIONS, FASHION MARKET TRENDS IN KAZAKHSTAN AND CENTRAL ASIA FOR 2026–2027, AND ARTIFICIAL INTELLIGENCE. SPEAKERS EXPLORED IN DETAIL HOW AI TECHNOLOGIES ARE TRANSFORMING THE FASHION INDUSTRY AND PRESENTED PRACTICAL CASE STUDIES.



CHRONICLE OF HIGHLIGHTS: CAF AUTUMN-2026 AND ELITE LINE



DURING THE AUTUMN 2026 SEASON, **145 COMPANIES** FROM **11 COUNTRIES** PARTICIPATED — KAZAKHSTAN, TÜRKİYE, CHINA, RUSSIA, GERMANY, ITALY, UZBEKISTAN, FRANCE, UKRAINE, AZERBAIJAN, AND THE USA. BUYERS WERE PRESENTED WITH A WIDE RANGE OF PRODUCTS, INCLUDING OUTERWEAR, FUR GARMENTS, EVENING AND SPORTS COLLECTIONS, HEADWEAR, AND FOOTWEAR. FOR THE SEVENTH TIME, THE ELITE LINE EXHIBITION SERVED AS A CATALYST FOR THE GROWTH AND DEVELOPMENT OF THE REGION'S FUR AND FOOTWEAR INDUSTRIES. **EURO SHOES** HAS BEEN THE EXHIBITION'S LONG-STANDING STRATEGIC

PARTNER FOR SEVERAL YEARS. AS PART OF THE AUTUMN 2026 SEASON, WITH THE SUPPORT OF ELITE LINE AND EURO SHOES, **11 FOOTWEAR BRANDS** FROM RUSSIA, CHINA, AND TÜRKİYE SHOWCASED THEIR PRODUCTS AT THE ATAKENT EXHIBITION CENTRE. THE **CHINESE FOOTWEAR BRAND NINETY NINE SHOES**, WHICH EXHIBITED AT ELITE LINE FOR THE FIRST TIME, ATTRACTED SIGNIFICANT INTEREST FROM BUYERS. A SIMILAR RESPONSE WAS RECEIVED BY THE KIROV REGION EXPORT SUPPORT CENTER, FEATURING THE **FOOTWEAR BRAND LEL** AND THE **HEADWEAR BRAND H-DRESS**, WHICH HAVE PARTICIPATED IN CAF AND ELITE LINE FOR SEVERAL SEASONS.

FOR THE FIRST TIME, THE OPENING CEREMONY OF THE CAF AND ELITE LINE EXHIBITIONS FEATURED A FASHION SHOW PRESENTING THE NEW COLLECTION BY RENOWNED **KAZAKH DESIGNER NAIL BAIKUCHUKOV**, FOUNDER OF THE NAIYL BRAND AND A PROMINENT DESIGNER OF EVENING AND COCKTAIL FASHION IN CENTRAL ASIA.

THE AUTUMN-2026 SEASON WAS COMPLEMENTED BY THE «**STYLIST FOR AN HOUR**» FORMAT AND **SIX WORKSHOPS** BY THE **STYLE SESSION COMMUNITY**, COVERING FASHION TRENDS, CONSUMER BEHAVIOR, SOCIAL MEDIA PROMOTION, AND OTHER.

