

CAF

CENTRAL ASIA FASHION



POST-SHOW REPORT

28.07.2025 - 30.07.2025
Almaty, Kazakhstan

EXHIBITION OF FASHION, SHOES, LEATHER AND FUR

AUTUMN-2025

MORE THAN
JUST AN
EXHIBITION!



ABOUT THE EXHIBITIONS

Almaty recently hosted a major event in Central Asia's fashion scene: the 36th International Fashion Exhibition, **CENTRAL ASIA FASHION Autumn-2025**, alongside the 6th International Exhibition of Footwear, Fur, Leather, and Accessories, **ELITE LINE**. **CENTRAL ASIA FASHION and ELITE LINE** - is the only professional B2B fashion exhibition in Central Asia. A significant event for international fashion manufacturers and buyers. Exhibitions provide conditions for the development of your business and gives you the opportunity to become a market leader.

MAIN SECTIONS OF THE EXHIBITIONS

- Women's Clothing
- Men's Clothing
- Children's Clothing
- Footwear
- Sportswear
- Denim Clothing
- Underwear & Swimwear
- Hosiery
- Headwear & Scarves
- Outerwear, Leather, and Furs
- Evening and National Clothing
- Knitwear
- Plus-Size Clothing
- Accessories & Bags



admission is exclusively reserved
for industry professionals

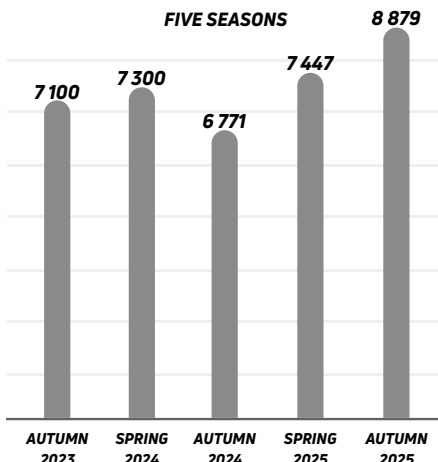


11 PARTICIPATING COUNTRIES

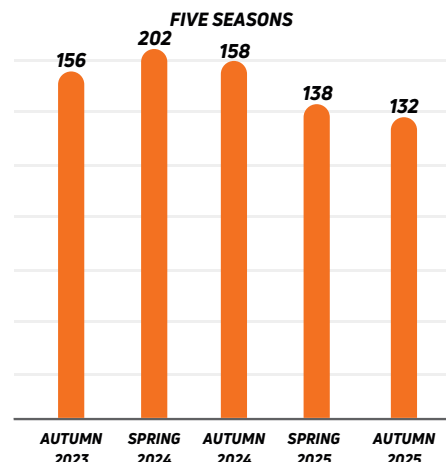
- ✓ BELARUS
- ✓ GERMANY
- ✓ ITALY
- ✓ KAZAKHSTAN
- ✓ CHINA
- ✓ MONGOLIA
- ✓ RUSSIA
- ✓ TURKEY
- ✓ UZBEKISTAN
- ✓ UKRAINE
- ✓ FRANCE

132 PARTICIPANTS FROM 11 COUNTRIES

DYNAMICS OF ATTENDANCE
FIVE SEASONS



DYNAMICS OF EXHIBITOR PARTICIPATION
FIVE SEASONS



8 879 VISITORS

IN THE SPRING-2025 SEASON THE EXHIBITIONS WAS VISITED BY BUYERS FROM **9** COUNTRIES AND **52** CITIES OF KAZAKHSTAN



- Azerbaijan
- Germany
- Kazakhstan
- China
- Kyrgyzstan
- Russia
- Tajikistan
- Turkey
- Uzbekistan

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. **46** collections of fashion brands were presented in the fall season.



ADVERTISING CAMPAIGN

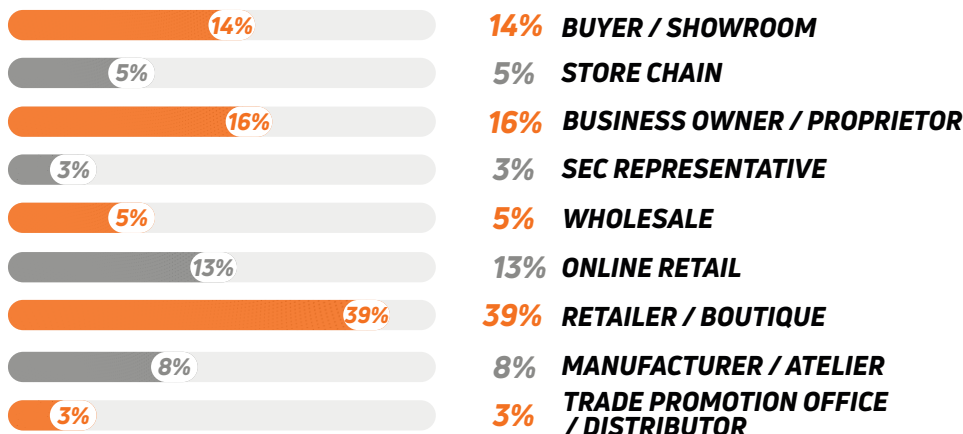
- ✓ Advertising of the exhibition on more than **420 portals and websites**
- ✓ Advertising banners of the exhibition in **28 countries** of the world
- ✓ Placement of information and promotion on social networks about the exhibition on official websites and social networks of information partners and news portals
- ✓ PR, audio and video advertising
- ✓ Outdoor advertising
- ✓ Newsletter of the announcement of the participation of the exhibitor
- ✓ Cooperation with regional and international agencies to attract the target audience of the exhibition
- ✓ The target audience of the official website www.fashionexpo.kz are **85 000** users per month
- ✓ The number of subscribers of the official Instagram page @centralasiafashion is more than **12 000**
- ✓ The number of subscribers of the official Instagram page @eliteline_exhibition is more than **1700**
- ✓ Call-center work on the invitation of buyers from Central Asia
- ✓ Announcement of the event inspecialized 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-2025 season, **3 596** regional buyers became participants of the buyer's program



BUSINESS PROGRAM

The comprehensive business programme of the Central Asia Fashion exhibition provides fashion industry professionals with the latest information on fashion, marketing, sales and emerging societal trends from season to season. As part of the business conference, **six expert sessions** were held in the Show Area, with more than **30 experts** from different countries speaking. Natalia Mironova, the host of the business conference, organiser of training seminars and business programmes, and head of business programmes at the PROfashion media holding company, proposed discussion topics including the creation of commercially successful collections, the effective use of artificial intelligence, tools for increasing sales on marketplaces, and success stories of entrepreneurs who have achieved high results in e-commerce. The incredible popularity of artificial intelligence was a topic that sparked enormous interest among CAF visitors.



CHRONICLE OF HIGHLIGHTS: CAF AUTUMN 2025 AND ELITE LINE



Around 40 groups of fashion products were presented by **132 exhibiting companies** from Kazakhstan, Turkey, China, Mongolia, Russia, Belarus, Uzbekistan, Germany, France, Italy and Ukraine. The event was attended by **8,879** buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan and Russia. Several new brands from different countries were presented for the first time at the exhibition. Among them were Delica-smere from Mongolia, which specialises in cashmere products, and the Russian footwear company LeI, known for the high quality and comfort of its products. The stand of Gelatu, a leading manufacturer of men's clothing from China which also presented its collection at Central Asia Fashion for the first time, attracted particular attention from visitors. The autumn season also saw the **participation of 39 fur companies**, demonstrating the region's undoubted appeal.

International fashion exhibitions Central Asia Fashion and Elite Line are organised in partnership with **Euro Shoes**. With the support of Euro Shoes, **10 footwear companies** from different countries took part in the Autumn-2025 season.

The opening ceremony of Central Asia Fashion Autumn 2025 surprised and moved the audience. This was the first time in several years that a children's fashion show had been held as part of the exhibition. Sabina Volskaya, a Kazakhstani designer and a pioneer of haute couture children's fashion on the international stage, presented her collection of elegant dresses and bold business suits. During the CAF Autumn 2025 season, representatives from the **«Style Session»** community of image stylists gave bright and professional presentations. The rich programme of business consultations aroused keen interest among the audience.