

CAF

CENTRAL ASIA FASHION

POST-SHOW REPORT

9.03.2026 - 11.03.2026
Almaty, Kazakhstan

37 INTERNATIONAL FASHION EXHIBITION SPRING-2026

More than just an exhibition!



ABOUT THE EXHIBITION

In Almaty, the largest city in Kazakhstan, the **37th International Fashion Exhibition CENTRAL ASIA FASHION Spring-2026** — the leading event in the fashion world of the Central Asian region — was successfully held.

The key objective of CAF is to provide them with the opportunity to be the first to see the new Spring–Summer 2026 collections from leading global manufacturers, form a seasonal assortment relevant to consumers, and establish and strengthen partnerships with major suppliers of clothing, footwear, and accessories.

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

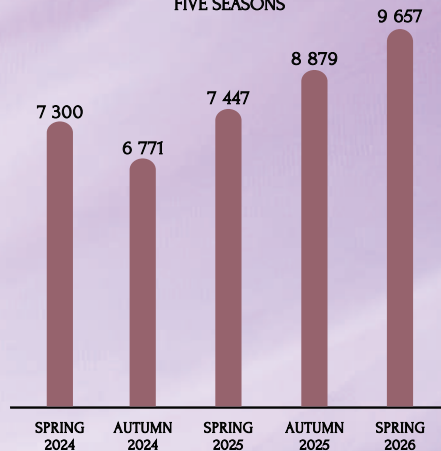
12 PARTICIPATING COUNTRIES



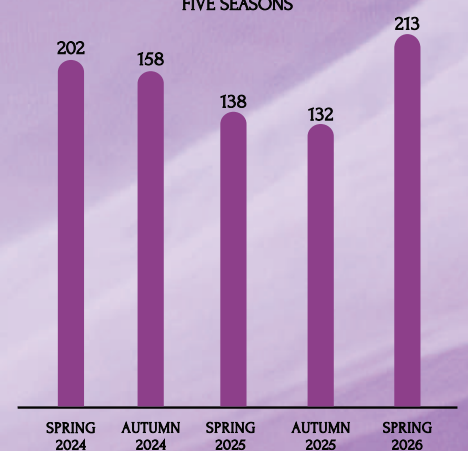
- ✓ AUSTRIA
- ✓ CHINA
- ✓ FRANCE
- ✓ GERMANY
- ✓ INDIA
- ✓ ITALY
- ✓ KAZAKHSTAN
- ✓ MONGOLIA
- ✓ RUSSIA
- ✓ TURKIYE
- ✓ UAE
- ✓ UZBEKISTAN

213 PARTICIPANTS FROM 12 COUNTRIES

DYNAMICS OF ATTENDANCE
FIVE SEASONS



DYNAMICS OF EXHIBITOR PARTICIPATION
FIVE SEASONS



9 657 VISITORS

IN THE SPRING-2026 SEASON THE EXHIBITIONS WAS VISITED BY BUYERS FROM **9** COUNTRIES AND **54** CITIES OF KAZAKHSTAN



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

more about the exhibition on the website
www.fashionexpo.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. **56** collections of fashion brands were presented in the spring season.



ADVERTISING CAMPAIGN

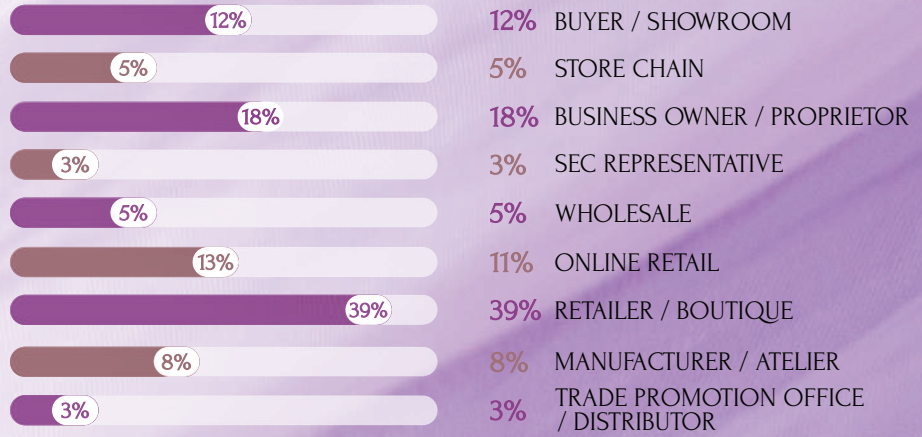
- ✓ Advertising of the exhibition on more than **450 portals and websites**
- ✓ Advertising banners of the exhibition **in 30 countries of the world**
- ✓ Placement of information and promotion on social networks about the exhibition on official websites and social networks of information partners and 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 **more 150 000 users** per month
- ✓ The number of subscribers of the official Instagram page [@centralasiafashion](https://www.instagram.com/centralasiafashion) is more than **19 000**
- ✓ Call-center work on the invitation of buyers from Central Asia
- ✓ Announcement of the event in specialized publications
- ✓ A broad digital marketing campaign before and after the exhibition

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:

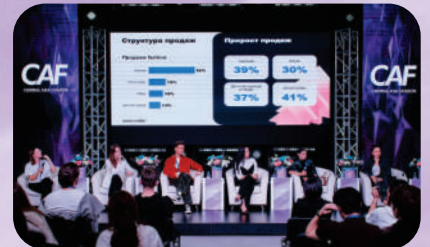
- ✓ Accommodation in a hotel (4*) the expense of the organizer
- ✓ Reimbursement of transportation costs
- ✓ Free attendance at the business conference and fashion shows

In the Spring-2026 season, **4 460** regional buyers became participants of the buyer's program.



BUSINESS PROGRAM

For many seasons, the Central Asia Fashion business conference has been considered one of the most engaging and useful optional parts of the exhibition. During panel discussions and lectures, fashion industry professionals receive up-to-date information on finance, marketing, sales, and fashion trends. In the Spring-2026 season, **five expert sessions and one lecture** were held in the Show Area, featuring **32 speakers from different countries**. The host of the business conference, Natalia Mironova, Head of Business Programs at the PROfashion media holding, developed a program focused on key topics including e-commerce in the fashion business, analysis of major financial and marketing strategies, and the current state of the luxury segment in Kazakhstan.



Future season trends were also discussed during the business conference by **Stanislav Zimin**, a macro-trend specialist at the Trendsite agency, PhD in Philology, author of a trend forecasting course at the Lomonosov Moscow State University Center for Creative Industries, and a guest lecturer at universities in Hong Kong, India, and Japan. Exclusively for Central Asia Fashion, and for the first time in Central Asia, he delivered an in-depth lecture titled **«Trends Autumn–Winter 26/27»**, presenting an overview of key directions in fashion, materials, color solutions, and silhouettes for the upcoming season.



STYLE SESSION IMAGE STYLISTS COMMUNITY

Season after season, presentations by representatives of the **Style Session** Image Stylists Community generate genuine interest among CAF visitors. In the Spring 2026 season, the program included a unique professional sourcing support format called **«Stylist for an Hour»**, as well as **10 masterclasses** covering topics such as fashion trends, brand ambassadors, profitable capsule assortments, and many others.

