

**35** INTERNATIONAL FASHION EXHIBITION  
МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ

**SPRING-2025**

**CAF**  
CENTRAL ASIA FASHION



**10-12 MARCH | МАРТА | НАУРЫЗ 2025**

**catexpo** MORE THAN JUST AN EXHIBITION

***The main event in the world of fashion in Central Asia took place in Almaty:  
35<sup>th</sup> International Fashion Exhibition Central Asia Fashion Spring-2025***

138 participating companies from Kazakhstan, Türkiye, China, USA, Poland, Russia, Belarus, Uzbekistan, Germany, France, Italy, Ukraine, Lithuania and India presented about 40 groups of fashion goods. The event was visited by 7447 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Russia, Tajikistan and Azerbaijan.



Scale of the Central Asia Fashion Spring-2025 exhibition

Over the years, Central Asia Fashion, which has already become a traditional International Fashion Exhibition, has grown into a large-scale event attracting fashion industry specialists from all over the world. Every year within the framework of the exhibition new and new needs of the fashion industry are revealed and found solutions. For the first time in its history, CAF exhibition occupied 3 pavilions at once (the total area of the exhibition space was more than 10,000 square metres). The visitors of the exhibition discovered a lot of opportunities for prospective cooperation and got the chance to realise the most ambitious plans in the field of expanding business relations on the largest platform in the Central Asian region.

At the opening ceremony Metin Arslan, Director of CATEXPO, thanked all those who year after year put their time and effort into the development of the fashion industry: «*You all work tirelessly for the good of the fashion world and demonstrate a friendly attitude towards each other, which is very important nowadays. The rapidity with which the world is changing determines new tasks for the development of the industry and the Central Asia Fashionexhibition, which, in turn, will be able to ensure adequate pace of Kazakhstan's development and growth of its competitiveness in the world.*».



Director of CATEXPO company Metin Arslan

Consul General of Türkiye in Kazakhstan Evren Muderrisoglu said that in the early 90s the total volume of trade turnover between Kazakhstan and Türkiye was about 100 million dollars, and by the end of 2024 - more than 8 billion: *«We continue to actively comprehensive cooperation with brotherly Kazakhstan,*



Consul General of Türkiye in Kazakhstan Evren Muderrisoglu

*with which we share historical and cultural ties, and strengthen economic ties in all sectors. Our goal is to increase the volume of bilateral trade to 10 billion dollars».*

In the Spring-2025 season, the exhibition once again welcomed exhibitors from Italy, a country recognised for many years as a trendsetter in the industry. 11 Italian companies presented new collections. The return of Italian exhibitors to CAF was made possible, among other things, thanks to the support of the CENTERGROSS Association, which promotes international co-operation and the promotion of Italian fashion in the global market. Martino Castellani, Director of the Trade Exchange Development Division (TED) of the Italian Embassy and Italian Trade Commissioner to Kazakhstan and Uzbekistan, noted that fashion is one of the priority areas of trade turnover for both Italian and Kazakh companies: *«In 2023, Italy exported to Kazakhstan clothing and footwear totalling more than 155 million euros, while fur products, bags and other fashion accessories brought total exports to almost 200 million euros. And these figures are constantly growing. Such co-operation is beneficial to both countries, as it allows Kazakhstani buyers to get access to*



high quality Italian fashion goods at reasonable prices. The proof of this is the growing Kazakhstani retail sector, which is selling more and more Italian fashion goods».



Martino Castellani, Director of the Trade Exchange Development Division (TED) of the Embassy of Italy

Central Asia Fashion International Fashion Exhibition is organized in partnership with Euro Shoes. With the support of Euro Shoes 16 footwear companies from different countries took part in the exhibition. Yan Belyaev, General Director of the National Footwear Union of Russia, recalled that the partnership was only talked about a few years ago, but now we can already see stable results: *«The largest industry event is designed to help strengthen long-term mutually beneficial economic and trade relations between our countries, and it is successfully accomplishing this task. We would like to thank our partners from Kazakhstan for their constructive cooperation and all-round support! »*



Jan Belyaev, General Director of the National Footwear Union of Russia

### Trends for Spring-Summer 2025

One of the key themes of the Central Asia Fashion exhibition is a detailed analysis of the trends of the upcoming season. Fashion industry experts, designers and image-stylists present their vision of fashion trends that will be relevant in the near future. The exhibition included thematic



Fashion shows on the runway of Central Asia Fashion Spring-2025

presentations, fashion shows and master classes dedicated to fashion trends, colour solutions and the secrets of creating a capsule wardrobe. Madi Bekdair, an image stylist with international practice, trainer of the School of Conceptual Stylists and founder of the Style Session Community of Image Stylists, believes that before following any trends, it is advisable to first get to know yourself and study your individuality: *«Just read about trends and immediately «put them on» - is not the best solution. This is a direct path to the «grey mass».*



Trainer of the School of Conceptual Stylists and Founder of the Style Session  
Community of image-stylists Style Session Madi Bekdair

*Unfortunately, more than 90% of the population do not know their psychotype, archetype, figure type, face shape, and colour of their appearance. And a lot depends on it. As for fashion trends, nowadays the orientation on comfort and practicality, utilitarian fashion is relevant. We all want comfort, we all need 25 hours a day and 8 days a week.*

*8 days a week. But you should not chase only sports chic and constantly combine jeans with white trainers and an oversize jacket. For example, perfectly fits into many interiors and situations cruise style - a combination of snow-white shades with blue, bright red and gold fittings. It is desirable that these were chain*



elements reminiscent of anchor chains. Such bows suit many people, they are comfortable and create a vibe of travelling, as if allowing us not to recycle or burn out.»

### **CAF business programme: analytics, trends, expert opinions**

The extensive business programme of Central Asia Fashion every season forms a unique educational and analytical platform for fashion industry specialists. It includes analytical sessions, master-classes, lectures and panel discussions with the participation of leading experts and market analysts, creative personalities and retail representatives. This creates ideal conditions for deep understanding of current trends, discussing current challenges and finding effective solutions for business development. In addition, the format of the event facilitates the exchange of opinions, the establishment of new partnerships and the expansion of professional contacts.

The business programme of the exhibition in the spring season once again proved that there is no limit to perfection and development. For all three days a stylists' stand and the Consulting Centre were open to visitors, where expert practitioners gave free individual business consultations on system management, merchandise filling, assortment management, sales, marketing, staff training and SMM.

The Business Hall and Show area hosted panel discussions, masterclasses and educational seminars. A total of 30 sessions with the participation of experts from several countries took place in the Spring-2025 season.



Business sessions with top experts took place in the Show area

### **Quality and cultural integration**

Within the framework of the business programme in the Show area, 6 panel discussion sessions were held by Natalia Mironova - organiser and moderator of training seminars and business programmes, head of business programmes of PROfashion media holding. She outlined a number of topics for discussion: the potential, key trends and growth points of Kazakhstan's light industry, profitable investments in the fashion industry, effective promotion tools in the fashion industry, online sales on marketplaces, fashion collaborations and strategic-tactical methods of negotiation. Speaking about trends in the development of Kazakhstan's light industry and Kazakhstani fashion brands, Leila Kaimoldanova, brand strategist, founder of the Brand Forma branding agency, winner of the first Pentawards gold in Central Asia, noted that fashion retail in Kazakhstan is not yet developed at the level we would like, so there are not many cases with fashion brands: *«The main trend in Kazakhstan and the international market is cultural integration, when brands find their national identity and create an original product, rather than copying well-known analogues. However, we still have few such examples in our country. Most brand founders still subconsciously copy the same Italy, Turkey, and are not always able to present an original product, show their individuality, and develop a unique selling proposition. Another trend is that people have started to save more money and pay attention to capsule collections, so that all wardrobe items can be combined with each other. There is a growing demand for quality and practical clothes. However, creating such brands requires a lot of technical effort, working with fabrics and patterns, which makes it somewhat difficult to launch fashion projects in Kazakhstan».*



CAF Business Conference reveals the most relevant topics for the fashion industry

Dmitry Revin, Chairman of the Union of Retail Property Developers of Kazakhstan, touched on the topic of the future in the context of what shopping centres will look like: *«We will see the mall of the future as a multifunctional space combining innovative technologies and environmental solutions. Malls will be the centre of our lives, they will be a symbiosis of retail, leisure, entertainment and work areas using human-technology interaction. There will be a strong emphasis on sustainability, from eco-design using renewable energy sources to minimising waste. The mall of the future is not just a shopping mall, it is a lifestyle hub where people come not only for shopping, but also for experiences, socialising and comfortable leisure».*

The impact of the Central Asia Fashion International Exhibition on the fashion industry of the Central Asian region is only gaining momentum from season to season. One of the most important results of the exhibition was also active networking: hundreds of meetings, new partnerships and collaborations that will determine the dynamics of the market in the coming years. Central Asia Fashion Spring-2025 has once again confirmed its status as a leading platform that brings together fashion and business.

The autumn season of the International FashionExhibition Central Asia Fashion Autumn-2025 and Elite Line-2025 will be held on 28-30 July. The venue is Almaty, Atakent Exhibition Centre.

More information about Central Asia Fashion and Elite Line exhibitions can be found on the official websites [www.fashionexpo.kz](http://www.fashionexpo.kz) and [www.eliteline.kz](http://www.eliteline.kz) and in the social networks of the projects.