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Little stars of the big catwalk

The status of Kazakhstan on the world fashion stage and the current state of the children's fashion industry were discussed by designer Sabina Volskaya from Kazakhstan, a pioneer of Kazakhstani children's haute couture fashion on the international stage. At the Central Asia Fashion Autumn-2025 International Fashion Exhibition, a children's fashion show was held for the first time in several years. Ms Volskaya presented her collection of elegant evening dresses and bold business suits.

The collection comes in pearl grey, blue and soft beige colours. According to the designer, these colours emphasise the lightness and boldness of the small models.

«For me, everything starts with the material. If I fall in love with the texture, an image is instantly born», - says Sabina Volskaya. «If it is lace, it is important that it «comes to life» on the body and emphasises its movements. I also love jackets and blazers with accentuated shoulders, especially in children's fashion — after all, hardly anyone makes such things for children. People believe that in childhood, everything should be «according to size», neat and cute. But I want to break this stereotype. After all, there are children who can wear such clothes and look amazing in them. It gives them strength and confidence. I believe they deserve more freedom of self-expression, and fashion should help them with this. That is why I often use rather rough shoes in my images, such as boots with thick soles. If you wear ballet flats or similar shoes, the image becomes too soft and romantic; with heavy shoes, however, it acquires character and strength. Even the way children walk changes».



Sabina Volskaya represents Kazakhstan all over the world, thereby expanding the reach of the domestic fashion market. She has successfully showcased her work on the catwalks of Oriental Fashion Week in France,

Milan Fashion Week in Italy, Istanbul Fashion Week and Cappadocia Fashion Week in Turkey, Emirates Fashion Week in the UAE, Azerbaijan Fashion Week and Mercedes-Benz Fashion Week in Russia. She has also participated in the largest fashion events in Kazakhstan. The designer recently represented Kazakhstan at a show in Morocco.

«This year we went to Morocco for Tanger Fashion Week - a large-scale event, among the guests were Hollywood stars, and among the brands presented was the legendary Vivienne Westwood. Our show was held on the same day as Vivienne Westwood, it was an incredible sign of recognition and respect. When our children walked the catwalk, the audience stood up from their seats! They applauded, shouted «bravo», openly expressing admiration. For such moments, I am ready to overcome any difficulties! And this, believe me, is very difficult - the road, heavy things, responsibility for children, change of time zones... Kazakhstan is spoken of only positively in different countries, everywhere we are greeted with warmth and respect. Sometimes I am even surprised by the delight and interest with which the name of our country is pronounced. I don't know exactly why, but it is always incredibly pleasant.

Participation in the Paris Oriental Fashion Week was a vivid confirmation of sympathy for Kazakhstan on the world stage. In the event's 21-year history, Kazakhstani children were the first to appear on the podium with a haute couture collection. At the UNESCO building, Sabina was presented with a prestigious award in recognition of her contribution to the development of international cultural relations. The Kazakh embassy in France held a reception in honour of the team, which was met with a standing ovation from the audience.



«What's amazing is that even six months later, when we presented the new collection in the same hall, the public's reaction didn't change», - the designer says with some pride. «Delight, admiration, standing ovations. These moments became confirmation for me that children's fashion is not just an addition to the adult fashion world, it is a full-fledged, important and independent part of the industry».

Children's fashion in Kazakhstan is a direction with great potential, but still a rather narrow niche. Despite the large number of participants there are no more than 5% of truly high-quality products on the market. The rest, according to Sabina Volskaya, is more like an imitation of fashion:

There are many designers who entered the industry purely for profit. The problem is that many of them have neither artistic taste nor knowledge of fabrics, cuts or production processes. Often, these are wealthy individuals indulging their vanity or desire to see their children on the catwalk. This somewhat devalues the work of those who pour their hearts and souls into children's fashion. Nevertheless, interest in children's fashion continues to grow in the country. In Almaty alone, more than 14 children's fashion shows were held between January and August. That's a lot. Parents don't spare any expense for their children — the cult of

childhood is obvious today. Despite the difficult economic and geopolitical situation, the children's fashion segment remains stable. Yes, the crisis affects everyone. But let's be honest: you might feel sorry for yourself, but not for your child.

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