



Intellect, personality, environmental compatibility: fashion trends analysis by experts

The experts are the participants of the Business Conference of the Central Asia Fashion, the 31st International Fashion Show have discussed the up-to-date trends for the intellect, personality, environmental compatibility. During the Panel Discussion, the speakers talked about how various countries interpret the main trend in the fashion industry - intellectual fashion, debated about successful capsules from the stylists, retailers and designers' point of view, have discussed how to demonstrate the personality today, and discussed for a while about eco-traditions and regional relevance of global tendencies. The experts are sure that the success of retail business today directly depends on the attitude to conscious consumption.



Participants of the Panel Discussion of CAF Business Conference (from left to right): Zhanna Lukpanova, Mira Bergen, Aida Kaumenova, Cholpon Alamanova, Maria Peterson, Milena Yershova

The Intellectual fashion as the main trend in the fashion industry

The special guest of the CAF Business Conference from France, the Ex-Representative of the French pret-a-porter Federation in Russia and the co-founder of fashionsfera.ru, an online B2B platform for the fashion retail - **Maria Peterson** has pointed out the role of the intellectual fashion: *"It is no longer just for decoration, but this is a tool for self-expression and communication with the outside world. No one can be indifferent to such type of fashion, as firstly, this type of fashion is conscious one. Besides, the intellectual fashion can be considered as a separate type of modern art: the message subdues to itself the forms and, of course, the certain performances and art objects are related to it, as if the clothes have their own life. However, the intellectual fashion appears relevant for a long time"*. At the same time, the expert of the CAF Business Conference, the head of the marketing department of the popular "Sportmaster Kazakhstan" chain, **Zhanna Lukpanova** believes that the intellectual fashion reflects the continuity and attitude to the world around: *"This is a set of several indicators that express us and our positions. If I invest*

money in any expensive things, I think this thing can be passed on to my children. It will be something vintage but relevant. It's also related to the intellectual fashion, because it's part of the investments".



The co-founder of fashionsfera.ru, an online B2B platform for the fashion retail, the Ex-Representative of the French pret-a-porter Federation in Russia - Maria Peterson (France, Lion)

And meanwhile, a stylist, a fashion blogger - **Mira Bergen** emphasized in her speech at the panel discussion that intellectual fashion is based on traditions: *"A component of the intellectual fashion we could bring for people: the attitude to our roots, to traditions, to the things of creation by our designers. I like very much the fact that recently we have turned quite well in this direction, and I would call it a part of the intellectual fashion as well. I'm sure that for a person to wear something that speaks to his national culture, firstly it means to include his self-awareness. A person does not do these things mindlessly. Therefore, if we are talking about the intellectual fashion, then the more mass part of people, who could respond in society, is a return to the roots, a return to the national DNA code of the nation, and including support for our local projects, domestic production and our traditions,"* - thinks the expert of the Central Asia Fashion business conference.



Speaker of the Panel Discussion of CAF Business Conference, stylist, author of "StilBergen" legendary course, fashion blogger - Mira Bergen (Kazakhstan, Almaty)

Successful capsules through the eyes of stylists, retailers, designers

The participants of the CAF Panel Discussion also expressed their expert opinion on the success of fashion capsule formation. The speakers unanimously support the opinion of commercial acceptance by the audience, with creativity and concept now receding into the background.

"If we proceed from the point of view that we should not serve and work for clothes, but clothes should work for us, then first of all a successful capsule in clothes is such a set, which allows not to rack your brains every morning what to wear. I think the intelligent fashion is based on selecting things in style, texture, colors, etc.-for those who have time for it. Most people just want results, they want efficiency," shares her opinion a participant of CAF Business Conference, stylist **Mira Bergen**.

Zhanna Lukpanova expressed her position in business and as the large chain clothing retailer directly: "Retailers do not cheat when they use the same printings on T-shirts, on pants, in jackets and hats. In this matter, first of all, they approach commercially efficiently. At the same time, there is a reference to the fact that we want to be in the same style. When looking in the mirror and we'd like to be aware that our tops and bottoms match not just in terms of colors and fabrics, but that there is some common theme that is maintained throughout the whole look."



The Panel Discussion at Central Asia Fashion Business Conference Spring-2023

In her turn, the special guest of the Show, a speaker of the Business Conference, a famous Kazakh designer, founder and owner of Aida KaumeNOVA Fashion House - **Aida Kaumenova** shared her experience and gave her recommendations to the audience.

"No one wants ideas if they are not bought. For example, what today's big-name designers are presenting, are the unusual products, and they are sold. Do you know why? Because it's their design niche that they've been creating for years and investing their resources. So no matter what extravagant or simple a designer's brand offers, fans will anyway buy it. Can you imagine the credibility of the brand?"



A speaker of the Panel Discussion of CAF Business Conference, designer, blogger, founder & owner of Aida KaumeNOVA Fashion House (Kazakhstan, Almaty)

In fact, I think any brand is very conscious of creating products that seem to look unconscious. A kind of bum style, something torn, but in fact there is a big agency that studies the global trends, tendencies, the condition of various groups of people and what is going on in their heads and only then, this or that cutout is applied. For me personally, a successful fashion capsule for clothes is one that is sold on time. In Kazakhstan, we have one region of the north, where it's still cold, and another south, where it's already hot. Now just imagine how a designer has to manage to create such a collection in order to please everyone simultaneously, but that in different regions there would be slightly different products, taking into account the climatic characteristics."

The designer is confident that overall, if the collection contains both basic products and the most fashionable ones, but considering the color trends that Pantone offers, it will be a truly successful capsule.

Trend to Sustainable fashion environmental compatibility or who does in Asia need the "Sustainable fashion"?

When discussing one of the key trends - eco and sustainable fashion, the special guest of the Central Asia Fashion Show, **Cholpon Alamanova** - a member of the Union of Artists of Kyrgyzstan and the founder of the Cholpon Kurak School of Applied Arts, shared the story of creating the "EcoKurak" project, which has spread throughout the entire republic.

"In 2021, Kyrgyzstan was recognized as the country with the dirtiest air (7th place out of 117 countries). Now, before ventilating a room, inhabitants think twice about opening a window to let in the smog or breathing in an enclosed space. The main cause of pollution is scraps or textile waste, which emit corrosive toxic smoke when burned."

From the speaker's presentation at the Business Conference, it became known that one of the most developed industries in Kyrgyzstan is the sewing industry, where 80% are sewing workshops. Every day, a huge amount of waste is thrown away and burned.

"Some people who cannot afford to buy coal and heat their homes take scraps from workshops and use them instead of fuel," says Cholpon Alamanova. - With students from my Cholpon Kurak School of Applied Arts, we went to the landfill to see the smoke rising over the city. Mostly, the waste was textile scraps that were rotting. In addition, this textile waste landfill is constantly on fire, the whole city breathes it in, waste gets into the air and soil, and then into groundwater.

And since we are creating products in our national style kurak, we directly work with these fabric scraps, our idea was to take the scraps from the shops and recycle them into various items for decoration or fashionable kuraks.



The special guest of Central Asia Fashion Show, a speaker of the Panel Discussion of Business Conference, a member of the Union of Artists of Kyrgyzstan, the founder of "Cholpon Kurak School of Applied Arts" - Cholpon Alamanova (Kyrgyzstan, Bishkek) *The project lasted for five months, during which time we recycled 300 kilograms of recyclables. The result was a large art exhibition, which had a huge success. So the residents of the country clearly saw that in fact from all this garbage it is possible to sew not only useful, but also beautiful things. Owners of sewing shops, craftsmen from all over Kyrgyzstan, and ateliers responded to the project. Thus, this trend has gained its popularity, and today in our classes we say that each chapman is a breath of fresh air, which we have saved for ourselves and our children. And*

even if it's a small part of what isn't burned, decay or cause toxic poisoning," said Cholpon Alamanova, author of the EcoKurak project



EcoKuraks demonstration by Cholpon Alamanova during the Panel Discussion of CAF Business Conference

Maria Peterson, a speaker of CAF Business Conference, also shared her observations about sustainable fashion: *"In Europe nowadays eco-fashion is very popular: all folk crafts, traditional techniques, handmade, upcycling, when they make new things out of old, restore things or open a second hand. It's all just supporting the trend for personality. In fact, throughout the global community, almost within last 10 years, a big leap has been made. First of all, there have been global changes at the legislative level. Two laws came into effect just this year: one requires manufacturers to indicate on the packaging and on the product itself how to dispose of it. And the second law deals with the fight against greenwashing (Ed notes: ecological positioning of a company without sufficient grounds and real evidence). According to the new law, manufacturers are obliged to transparently and openly provide data about the production of their products: what impact they have on the environment during the production of a particular product"*.



Participants of CAF Business Conference: co-founder of B2B online platform for fashionsfera.ru – fashionable retail, Ex-Representative of the French pret-a-porte Federation in Russia – Maria Peterson (France, Lion) and General Producer of Fashion Show Central Asia Fashion - Milena Yershova
A speaker of the CAF Business Conference, **Zhanna Lukpanova**, continued the theme of supporting the trend for ecology and the availability of ecological goods in the Kazakh market: *"The Sportmaster Kazakhstan chain actively supports the ecological agenda. We use a lot of recycled raw materials in our new collections, and we buy clothes within the framework of international initiative for organic cotton production - program "For Better Cotton". Two*

years ago we completely abandoned plastic packaging and switched to paper bags. I think current realities dictate that every year the topic of ecology will become more and more relevant," summarized a speaker of the CAF Business Session.



Panel discussion at Central Asia Fashion Business Conference Spring-2023

Mira Bergen, a regular CAF participant and stylist, announced an interesting point of view. The expert expressed her opinion that the fashion trend of environmental compatibility is rooted in Kazakh traditions: *"It seems to me, the Kazakhs are the ancestors of the ecological attitude to clothing, because we don't throw anything away or burn it. We pack them in big bags and send them 'to the aulga'. We have any clothes the oldest child has worn, then passed on to the middle child, then passed on to the nephews, and then someone else gives them away. When I make analyses of clients' clothes, I intentionally use a large Chinese bag... In Kazakhstan we don't have a concept of "throwing away" for clothes as such. European stylists have such a practice, but ours is different - "to fold and send to the aulga. What is not useful for yourself, everything is found the use and is upcycled"*.



Participants of the Panel discussion of CAF Business Conference (from left to right):
Zhanna Lukpanova, Mira Bergen, Aida Kaumenova, Cholpon Alamanova, Milena Yershova, Maria Peterson

How to combine the uniqueness of fashion product and mass fashion trends

Speaking about the combination of brand uniqueness and fashion trends, a speaker of the CAF Business Conference, fashion designer **Aida Kaumenova** shared her experience: *"Initially we entered the market with the national theme and over time there was an association that if it is a chapan, then it should be something beautiful, embroidered -*

and this is our line. In fact, in the collections of the fashion house "Aida KaumoNova" for a long time there have been basic products, including those without national symbols. If we talk about personality and modern trends, the axiom is this: any collection of ours has both an identity and trends. It would be strange to create a collection without visiting Pantone or without studying fashion trends or collections from couture, who always say what will be popular in the mass market. So combining trends and mass-market tendencies in fashion is not difficult at all," summed up the CAF expert.

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