



CAF
CENTRAL ASIA FASHION
AUTUMN-2026

МЕЖДУНАРОДНЫЕ ВЫСТАВКИ МОДЫ:
ОДЕЖДА, ОБУВЬ, МЕХ И АКСЕССУАРЫ

ХАЛЫҚАРАЛЫҚ СӘН КӨРМЕЛЕРІ:
КИІМ, АЯҚ КИІМ, ТЕРІ БҰЙЫМДАРЫ
ЖӘНЕ АКСЕССУАРЛАР



КАЗАХСТАН / АЛМАТЫ / «АТАКЕНТ»

ELITELINE
supported by
euro shoes
FASHION EXHIBITION



27-29 ИЮЛЯ | ШІЛДЕ 2026

In the heart of Eurasia, in Almaty – Kazakhstan's largest city – key events in the Central Asian fashion industry took place: the 38th Central Asia Fashion Autumn-2026 International Fashion Exhibition and the 7th Eliteline-2026 International Exhibition of Footwear, Fur, Leather and Accessories

145 exhibiting companies from 11 countries – Kazakhstan, Turkey, China, Russia, Germany, Italy, Uzbekistan, France, Ukraine, Azerbaijan and the USA – presented over 30 categories of fashion goods. The exhibition was attended by 8,192 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Russia. They gained an insight into the new collections for the Autumn–Winter 2026/2027 season, put together their current seasonal range, and established numerous business contacts with manufacturers and suppliers in the key segments of the light industry – clothing, furs, leather, footwear and accessories. Buyers were greeted by an expanded selection across the segments of outerwear, fur garments, business attire, evening dresses, sportswear, headwear and footwear.



Central Asia Fashion Autumn-2026 International Fashion Exhibition (drone view)

Variability and rich imagination

Representatives of the Central Asian fashion industry are looking forward to the autumn exhibition season with particular anticipation, as it is during this season that the Eliteline International Exhibition of Footwear, Fur, Leather and Accessories takes place. For the seventh time, it is acting as a catalyst for the growth and development of the region's fur and footwear industries. For several years now, Euro Shoes has been the exhibition's long-standing strategic partner; thanks to this collaboration, an industry association has been established in Central Asia, bringing together leading market players and providing ample opportunities to successfully navigate the challenging global situation. As part of the autumn season in 2026, with the support of Eliteline and Euro Shoes, 11 footwear brands from Russia, China and Turkey showcased their product ranges in the halls of the «Atakent» Central Exhibition and Convention Centre.

Particular attention was paid to the fur segment. The exhibition brought together more than 20 companies, which presented their latest collections and key industry trends. Some of the participants were represented as part of the Turkish Organic Garment Manufacturers' Association (OGSD). Individual exhibitors travelled from China, which further expanded the geographical scope of the section and underscored the exhibition's international status.



The Eliteline exhibition acts as a catalyst for the growth and development of the region's fur and footwear industries

The Chinese footwear brand Ninety Nine Shoes, making its debut at the Eliteline exhibition, attracted considerable interest from buyers. A similar response was received by the Kirov Region Export Support Centre, which showcased the «Lel» footwear brand and the H-DRESS headwear brand, having participated in CAF and Eliteline for several seasons. The headwear brand H-DRESS caught the attention of buyers with its creative approach to refining headwear: classic-style hats and caps were complemented by original detachable details featuring motifs characteristic of the peoples of Central Asia. This diversity highlighted the brand's respect for the regional audience and demonstrated the designers' rich imagination and creative approach to the event.



The Kirov Region Export Support Centre, under the «Le»' brand, showed respect for the traditions of Central Asia

At the official opening ceremony, Metin Arslan, Director of CATEXPO, expressed his special gratitude to all participants and organisers of the project for their relentless drive to move forward despite all the challenges: *«Welcome to Almaty and Kazakhstan! Why do I say this? Because amongst our exhibitors and buyers there are so many guests from other cities and countries, which is particularly valuable to us in these difficult times, when so much is becoming more complicated and changing. But come what may, we continue to move forward, continue to work, not only overcoming difficulties but also striving to create something new. I would like to express my sincere gratitude to all our partners, participants, guests and everyone involved in organising the exhibitions. Without you, none of this would have been possible. »*



Metin Arslan, Director of the international exhibition company CATEXPO

Ekrem Alper Bozkurt, Trade Attaché at the Consulate General of the Republic of Turkey in Kazakhstan, announced that Turkey ranks fifth in Kazakhstan's total exports and seventh in imports: *«Whilst bilateral trade stood at \$100 million in the early 1990s, by 2025 it had reached over \$5.5 billion according to*



Ekrem Alper Bozkurt, Trade Attaché at the Consulate General of the Republic of Turkey in Kazakhstan

Kazakhstani estimates, and around \$10 billion according to Turkish estimates. Our aim is to increase bilateral trade turnover to \$10 billion in the short term, partly thanks to projects such as CAF and Eliteline. »

Suat Öztürk, a member of the Board of Directors of the Istanbul Association of Textile and Raw Materials Exporters (İHKİB), noted that İHKİB has been participating in the exhibition since 2015: «*The association, which brings together more than 25,000 members, carries out a wide range of significant projects aimed at*



Suat Öztürk, Member of the Board of Directors of the Istanbul Association of Textile and Raw Materials Exporters (İHKİB)

increasing the added value of Turkish companies' exports and strengthening their competitiveness in global markets. The Central Asia Fashion and Eliteline exhibitions are undoubtedly among the key events in the region, playing a vital role in promoting the Turkish fashion industry across Central Asian countries. We have been participating continuously since 2015, and whilst we started out with just 10 companies, today we can truly speak of scale: 43 companies from the ready-to-wear sector, 15 from the leather and fur



Ali Yavuz Boynukis, Chairman of the Board of the Organic Garment Manufacturers' Association (OGSD), Ali Yavuz Boynukis

sector, and 2 from the footwear sector. In total, this amounts to 60 companies showcasing Turkey's potential. We are confident that the autumn season of 2026/2027 will mark a new phase of growth and open up further opportunities for the development of international cooperation. »

Ali Yavuz Boynukis, Chairman of the Board of the Turkish Organic Garment Manufacturers' Association (OGSD), reported that the leather and fur segment is represented at the exhibitions by 15 companies: *«It is a great honour for us to be in Kazakhstan – a country that is like a brother to us – and we are delighted that products from Turkish companies are in high demand across Central Asia. In the fur industry, Turkey ranks third in the world in terms of export volume and is also among the leading producers. »*

Yan Belyaev, General Director of the National Footwear Union of Russia, wished all participants and visitors to the exhibitions fruitful cooperation: *«Exhibitions are not just about business; they are also about communication, the exchange of experience, joy, and inspiration. We have been partnering with the Central Asia Fashion exhibition for five years now, and with every season this partnership only grows stronger and broader. Today, a host of international companies are represented here, including footwear brands from Turkey, Germany, Italy, and Russia, which confirms the exhibition's high standing and its significance for the industry. »*



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

«Confident and free»

For the first time, the opening ceremony of the Central Asia Fashion and Eliteline exhibitions featured a show of the new collection by renowned Kazakhstani designer Nail Baikuchukov (NAIYL brand). Nail Baikuchukov is one of Central Asia's most recognisable designers of evening and cocktail wear. On the CAF and Eliteline catwalk, he presented his «Lumière Éternelle» collection of evening gowns – an ode to femininity, light and the art of haute couture. Architectural corsets that flawlessly accentuate the silhouette, airy, flowing skirts, luxurious trains and intricate hand-finished details – these are the hallmarks of every dress on display. The highlight of the show was the debut appearance of bloggers and influencers as models: taking to the catwalk were the winner of the «Miss Kazakhstan» beauty contest Aiday Isaeva, the singer and former lead vocalist of the band KeshYOU, Lyazzat Sultan, and Tatyana Mitina, founder of an international network of body-shaping centres and creator of the unique SILUETICA method.

Nail Baikuchukov emphasised that «Lumière Éternelle» is the story of a woman who does not seek to attract attention, because her very presence already fills the space with light: *«She is self-assured, free and*

possesses an inner strength that is impossible to overlook. I'm delighted that we managed to showcase the collection at the Central Asia Fashion and Eliteline exhibitions. I'm now seriously considering taking part in them as an exhibitor in future, because lately it's mainly bloggers and a flamboyant crowd who attend fashion shows and Fashion Weeks, whilst there are fewer and fewer buyers and retailers. As a result, we're putting on shows that don't turn a profit, and creating collections, as we all know, is expensive. At Central Asia Fashion, however, I saw exactly the kind of format where buyers are invited – buyers who are capable of getting the product to their target audience. Perhaps other designers will give this some thought too. Projects like this could take Kazakhstani designers to the next level. »



Fashion show by designer Nail Baikuchukov (NAIYL brand)

Rationality, seasonlessness, layering

Presentations by representatives of the Style Session Community of Image Stylists, an integral part of the business program, consistently attracted strong interest from visitors to Central Asia Fashion (CAF) and Elite Line. During the Autumn 2026 season, the program featured a unique «Stylist for an Hour»



Masterclasses run by residents of the Style Session Image Stylists' Community are designed to provide practical knowledge

professional buying support service, as well as six masterclasses covering fashion trends, customer psychotypes, strategies for increasing profits through social media, and creating high-performing capsule assortments.

The program was designed to provide practical knowledge that participants could immediately apply to their businesses after the event.

Speaking at the opening ceremony, Madi Bekdair, an image stylist with international experience, founder of the School of Conceptual Stylists and the Style Session Community of Image Stylists, highlighted one of the key new features of the Autumn 2026 season—the Trend Box trend zone:



The «TREND-ZONE» exhibition was a space showcasing the main trends for 2026–2027

«This year, I would like to draw your attention to our new creative space, Trend Box. It is a vibrant and inspiring project in which the image stylists of Style Session presented the key trends of 2027 through a visual exhibition and conceptual installations. Thanks to the organizers' creative vision and their support,



Founder of the School of Conceptual Stylists and the 'Style Session' Image Stylists' Community, Madi Bekdair

we were able to vividly showcase the future's leading trends through carefully curated looks, styling concepts, and artistic interpretations. »

Madi Bekdair successfully led a series of masterclasses dedicated to the trends of the Autumn–Winter 2026/2027 and consumer psychotypes, and also delivered an insightful lecture in the Show Area on the topic of «Managing Customer Loyalty and Value in the Fashion Industry», prepared exclusively for Central Asia Fashion. The key idea of the presentation was to highlight a relevant principle: today, customers do not simply purchase a product or service, but rather the sense of who they become when associated with a brand. They choose those spaces and companies where they are understood, appreciated and inspired. During the lecture, Madi Bekdair presented practical recommendations and a set of tools to help implement this approach in the fashion industry and effectively build long-term relationships with customers.



Madi Bekdair, an image stylist with international experience, is holding a masterclass on this season's trends

The renowned stylist noted that the first trend of the coming season is, without a doubt, rationality: *«In a climate of economic instability, it is becoming one of the hallmarks of consumer behavior. People are re-evaluating the value of things and moving away from ostentation; practicality and value for money are now what matter. Psychologically, this trend reflects a desire to regain a sense of control over one's own life and resources, where sensible consumption is no longer a necessary measure but a new social norm and a sign of maturity. The second trend is the absence of seasonality. Warmer winters, more cooler summers and unpredictable weather patterns, which are becoming increasingly common in our lives, are blurring the familiar boundaries between the seasons. As a result, people are increasingly opting for Versatile, multi-layered looks, rather than a rigid division into «Autumn–Winter» and «Spring–Summer» collections. From a psychological perspective, this trend reflects the human desire to adapt to a world in which stability is giving way to flexibility. And the third trend is imperfection. This is our response to visual fatigue caused by flawless looks created by AI algorithms, smartphone filters and the aesthetics of total control. Texture, imperfection and signs of human involvement are becoming increasingly valued: raw edges, visible seams, crumpled fabrics, a mix of styles and deliberate carelessness. Imperfection is becoming a new form of luxury because it demonstrates freedom and allows people to express their individuality. And within these macro-trends, there is a countless array of looks, and everyone can choose something that resonates with them. »*

CAF Business Conference: figures, facts and expert opinions

The trend towards imperfection was also discussed at the business conference. During the session «The Fashion Market in Kazakhstan and Central Asia 2026–2027: Key Trends Changing the Rules of the Game», Yaroslav Klochkov, Creative Director at the brand communications company «Glyph», noted that today every environment, including the visual one, is experiencing oversaturation: *«Fashion is directly linked to*

visual perception: it is the first thing a person encounters even before they «touch» the product. Due to information overload and, perhaps, a certain sense of confusion about which direction to take next, a counter-trend is becoming increasingly noticeable – a return to the organic, the simple, and the handcrafted. The visual environment is overloaded, and consumers activate a sort of filter that cuts out the excess. As a result, even a strong product may go unnoticed simply because people ‘don’t let it through’ this filter. Today, a new reaction to content is emerging: the simpler it is, the more noticeable it becomes. A natural presentation, a touch of imperfection, and dynamic editing – all of these are beginning to work more effectively than visuals polished to a glossy sheen. This does not mean that complex solutions are becoming obsolete. There is a tool for every task. However, the trend towards simplification is evident in many areas of life: right now, it is simplicity that is becoming the most expressive. »



Experts at the business conference always address the most pressing issues

Every season, the Central Asia Fashion business conference attracts a wide audience interested in the latest information on social trends, finance, marketing, sales and fashion trends. During the Autumn 2026 season, the Show Area hosted five expert sessions and one lecture, featuring 31 experts from Kazakhstan,



CAF Autumn-2026 Business Conference

Uzbekistan, Kyrgyzstan and Russia, including the renowned Kazakhstani designer and founder of the Kuralai haute couture house, Kuralai Nurkadilova, and «Mrs Kyrgyzstan 2026», Olesya Ladygina, head of the «Bravo» garment factory. The host of the business conference, Natalya Mironova, head of business programmes at the «PROfashion» media holding, focused the programme on key topics relating to content marketing, strategies for commercially successful collections, fashion market trends in Kazakhstan and Central Asia for 2026–2027, and artificial intelligence. During the session «Fashion × AI: From Content to Sales», the speakers examined in detail how artificial intelligence technologies are transforming the fashion industry and presented practical tools that businesses can integrate into their processes today. Particular attention was drawn to the fact that the topic of AI was explored by experts from different generations, thereby emphasising the universality and necessity of implementing these technologies for all market participants.

Speaking about the most pressing issue facing the fashion market in Kazakhstan and Central Asia, Olga Strygina, founder of the Strygina brand «Rubashkino Tsarstvo», highlighted the shortage of qualified specialists: *«Skilled staff are virtually disappearing because the standard of training at colleges remains extremely low. At the same time, the state is actively investing in the development of the vocational education system, including through participation in the international WorldSkills movement, which aims to promote blue-collar professions. The facilities at educational institutions are often impressive, with modern equipment and substantial budgets. However, in practice, these resources are not always used effectively. Machinery lies idle because there are no specialists capable of operating it properly. As a result, the industry does not receive a supply of trained personnel. I have been working with students since the early 2000s and can say that the situation is gradually deteriorating; there is a lack of basic knowledge in technology, materials science and design. And this is a problem not only for Kazakhstan, but for the entire region – Kyrgyzstan and Uzbekistan. Students arrive with varying levels of experience, but the overall trend is clear: there is a lack of a systematic professional foundation. Even talented young people are often unable to realise their potential because of certain ways of thinking, a lack of fundamental education and the absence of systematic support. It is important to discuss these issues honestly so that the industry has a chance to undergo meaningful change. »*

The spring edition of the Central Asia Fashion Spring-2027 International Fashion Exhibition will take place on 14–16 March.

The venue is the «Atakent» Cultural and Exhibition Centre in Almaty.

You can find out more about the Central Asia Fashion and Eliteline exhibitions on their official websites

www.fashionexpo.kz and www.eliteline.kz and

on the projects' social media accounts @centralasiafashion and @eliteline_exhibition