

**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**

213 exhibiting companies from Kazakhstan, Turkey, China, Austria, Mongolia, India, Russia, Uzbekistan, Germany, France, Italy, and the UAE presented more than 35 groups of fashion products. The exhibition was visited by 9,657 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan, and Russia. 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.



International Fashion Exhibition Central Asia Fashion Spring 2026 (panoramic photo)

The Spring 2026 season, held simultaneously in three pavilions of the Atakent Exhibition Center across an area of approximately 12,000 sq. m, impressed buyers with a wide variety of fashion products — from a rich selection of outerwear, casual wear, and children’s clothing to an extensive assortment of footwear and accessories. The largest international exhibitor, Turkey, significantly strengthened its presence in the children’s fashion segment. For the first time in a long while, Central Asia Fashion welcomed a special group of participants with a trade mission: 18 companies from the Istanbul Apparel Exporters’ Association (İHKİB) presented their products in the children’s goods segment. Overall, 27 companies operating in the children’s segment were represented at the exhibition, confirming the strong interest of international manufacturers in the Central Asian market and further strengthening the exhibition’s business component.



A special group of participants from the Istanbul Apparel Exporters' Association (İHKİB), Turkey

A cluster representing eight regions of Russia attracted great interest from visitors, with companies presenting their stands in a powerful, creative, and tasteful manner. For the first time at CAF, an extensive participation of exhibitors from China was recorded, showcasing around 40 brands of clothing and footwear. Buyers also took advantage of the opportunity to source new collections of footwear and accessories. The organization of CAF has become an essential factor in the development of these fashion segments in the Central Asian region, thanks to the strategic partnership between Euro Shoes and Central Asia Fashion.



Buyers have the opportunity to purchase clothing, footwear, and accessories at the most competitive prices

the Central Asia Fashion International Fashion Exhibition celebrates its 20th anniversary: *«In those early years, few believed that it would be possible to create an international project of this scale in Kazakhstan and Central Asia. Today, Central Asia Fashion is one of the few exhibitions that has been consistently developing for many years in a professional B2B format. The contribution of exhibitors, buyers, and everyone involved in the exhibition to this shared endeavor is truly invaluable. We are living in challenging times. The world is changing, and today business is not only about economics but also about people's spirit and their belief in the future. You represent not just companies and brands — you create an atmosphere and give people hope. Despite all the challenges, we continue to believe that tomorrow will*

*be better. This is very important. In a way, together we bring a little light into this complicated world, and for that I would especially like to thank each and every one of you. »*



Metin Arslan, Director of the international exhibition company CATEXPO

Tuğba Alan Özdenfedar, Consul General of Turkey in Kazakhstan, stated that the total volume of Turkish investments in Kazakhstan has already exceeded 6 billion US dollars: *«I am very pleased to be present at this exhibition, where 60 companies from Turkey are participating. I would like to express my gratitude to CATEXPO for the high level of organization of this event, which brings together fashion brands, designers, buyers, media representatives, and opinion leaders from the countries of Central Asia. We view our*



Tuğba Alan Özdenfedar, Consul General of Turkey in Kazakhstan

*entrepreneurs participating in the exhibition not only as business representatives but also as ambassadors of Turkey's growing economy abroad. Initiatives like this help strengthen ties with our brotherly country Kazakhstan, with which Turkey shares deep historical and cultural connections. Over the past decades, cooperation between our countries has grown significantly: while in 1992 bilateral trade amounted to 100 million dollars, by 2025 it had reached 5.5 billion dollars. Our goal is to increase this figure to 10 billion in*

*the near future and to 15 billion in the medium term. We are confident that thanks to projects such as CAF, as well as the joint efforts of the public and private sectors, bilateral trade and investment cooperation between Turkey and Kazakhstan will continue to grow actively. »*



Mevlüt Hikmet Yunal, Member of the Board of Directors of the Istanbul Apparel Exporters' Association (İHKİB)

Mevlüt Hikmet Yunal, Member of the Board of Directors of the Istanbul Apparel Exporters' Association (İHKİB), noted that the Central Asia Fashion exhibition, which is being held for the 37th time this year, is one of the key events for promoting the Turkish fashion industry in the region: *«İHKİB has been participating since 2015; however, while only 10 companies were represented in the exhibition at that time, today the number has grown to 60. This year, the participation includes 46 ready-to-wear manufacturers, 9 leather industry companies, and 5 footwear brands, occupying a total exhibition space of 2,100 square meters. In addition, within the framework of a trade mission focused on children's products, 18 Turkish companies held meetings with buyers from countries across the region. I am confident that this year's exhibition will make a significant contribution to further strengthening trade relations and developing cooperation. »*



Yan Belyaev, CEO of the National Footwear Union of Russia

The Central Asia Fashion International Fashion Exhibition is held in partnership with Euro Shoes. With the support of Euro Shoes, the Spring 2026 season brought together more than 15 footwear companies from different countries. Yan Belyaev, CEO of the National Footwear Union of Russia, emphasized that holding such events is especially important during the challenging time the world is currently experiencing: *«On behalf of the National Footwear Union, I would like to congratulate the organizers and participants on the opening of the exhibition. Events like this*

*help strengthen and develop international business ties.*

*The light industry worldwide is going through a difficult period, which makes it especially encouraging to see how dynamically the Central Asian fashion market is developing and how significantly footwear companies are represented here. »*

### **Petroglyphs and the Goddess Umay**

The doors of the Central Asia Fashion International Fashion Exhibition are always open to talented designers. For the first time, the project hosted a fashion show by the renowned Kazakh designer, artist, Chair of the Union of Craftsmen of Kazakhstan, and laureate of the Interstate Award «Stars of the Commonwealth», Aizhan Bekkulova. For several decades, Aizhan Bekkulova has been reviving Kazakh applied arts, paving the way for young artisans and presenting national craftsmanship on the international stage. The collection «Umay», presented at CAF and inspired by the theme of petroglyphs, made an unforgettable impression. Silk fabrics, natural velvet and velour, as well as alobakhmal — a handwoven Uzbek velvet — were used in the creation of the collection. The garments also featured antique and contemporary hand embroidery, mother-of-pearl buttons, silver details, and felt hats with stylized images of the Sun-faced deity and Umay. The designer noted that the theme of petroglyphs has long been present in her work, not only in clothing collections but also in dolls, tapestries, and felt artworks: *«I was especially inspired by the powerful image of the goddess Umay — a mature, accomplished, and wise woman who is calm and confident. During my shows I always perform the traditional Kazakh ritual shashu, introducing guests to our culture. When I represent Kazakhstan abroad, people are very impressed; many ask to try on the costumes or even buy them. However, I rarely sew garments for sale because I work with natural fabrics that require special care. I am happy to present my work at the Central Asia Fashion International Fashion Exhibition and to see my friends and partners from other countries here. If they keep returning to Almaty, it means there are real results. Here you can discover new ideas and find something interesting for yourself. For example, at the exhibition in 2024 I ordered furs for my new collection, and I hope to present it widely in the future. »*



Fashion show by designer, artist, and Chair of the Union of Craftsmen of Kazakhstan, Aizhan Bekkulova

## Style Academy

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. The Community's program creates a bridge between creative inspiration and practical business tools, helping exhibition participants effectively implement trends and strengthen the market positions of their brands.



CAF The activities of the Style Session Image Stylists Community always attract the attention of CAF visitors

Madi Bekdair, an image stylist with international experience, trainer at the School of Conceptual Stylists, and founder of the Style Session Image Stylists Community, shared several recommendations for the upcoming Spring–Summer 2026 season: *«Today, brightness is definitely in fashion. I am glad that the short era of «old money» — the so-called quiet luxury — is gradually fading into the background. The idea of quiet luxury itself is beautiful, but in practice it turned out to be not very viable. To look convincing in*



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

*this style, you really need to live in luxury, with the appropriate budgets, opportunities, lifestyle, and mindset.*

*These are challenging times, and many people are trying to save money. Without the help of a stylist, it can be quite difficult to build that bridge between the aesthetics of quiet luxury and a limited budget. That is why the era of brightness, individuality, and self-expression is coming. Bright colors, color-blocking, massive or exaggerated jewelry made of gold or gold-like metals, and unconventional statement pieces — all of this helps people express themselves. Even if people feel tired inside or cannot express themselves in words, let their clothing at least make them more visible. »*

### **Outlines of the 21st Century**

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. For Stanislav, this was also his first visit to Kazakhstan, highlighting the importance of the CAF platform for knowledge exchange and the professional development of participants in the fashion industry.



Stanislav Zimin, macro-trend specialist at the Trendsite agency

The expert suggested that participants of the business conference use the Autumn–Winter 26/27 season trends as sources of inspiration in their work: *«The world is changing rapidly, and trends must be adapted to a specific region, a specific brand, and your customers. There is no need to try to embrace everything and focus only on global trends, such as the color of the season. Take the currently popular color «White Dancer», for example. In some places it may be appropriate, but in regions with certain climatic conditions «White Dancer» can quickly turn into a «Dirty Wanderer», and this must be taken into account. Pay attention to the «(Life)Joy» trend, featuring bright, playful prints and colorful accents. This theme seeks to reject a pessimistic spirit and approach the many challenges we will face in the future with optimism. British-Nigerian designer Yinka Ilori created a vibrant clothing collection for the American brand The North Face. «The playful prints of this collection encourage us to enjoy any kind of weather: to smile in the face of the storm, embrace the cold, and celebrate the rain», representatives of The North Face explain. This perfectly describes what the upcoming season will look like. Overall, mimicry — adapting to the realities of the surrounding world — is becoming a key trend. Let me remind you that the world is changing*

dramatically, and only after 2040 will we see the true outlines of the 21st century. Right now, we are in the period of shaping our future. » Stanislav Zimin emphasized that one of the key trends of the 21st century is the image of a strong woman: «The world we are entering is permeated with yin energy. Women are gaining strength; they understand how to live in this new world and can «swim» in it like a fish in water. Men will adapt to these transformations. »

### CAF Business Conference: In Numbers and Facts

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.



Experts of the business conference (from left to right): Almas Kassymzhanov, Nikolai Konstantinov, Liliya Mamiyeva, Sultan Alisultan, Larisa Goretskaya, Olga Strygina

While analyzing effective financial models for 2026 in an unstable market environment, Olga Strygina, founder of the brands Strygina and Rubashkino Tsarstvo, offered recommendations for fashion professionals at different stages of development: «For beginners: everything starts with mathematics — calculate every step and meticulously plan your expenses and income. For businesses at the intermediate level: it is important to ask yourself the question «Who am I?» Understand what you want to communicate to the world through your work and what kind of style you want to create. For me, it was the moment when I decided to focus on design and durable pieces so that customers could use them for years and enjoy their quality. For established brands and large companies: it is essential to build an internal structure, systematize processes, and maintain focus. Even if a business is successful, it is easy to lose control without clear organization. Examples of family companies with extensive networks show that when the structure is well established, market fluctuations become less critical, because there is always a stable flow of customers and opportunities for further growth. »

The autumn season of the Central Asia Fashion Autumn-2026 International Fashion Exhibition will take place on July 27–29 in Almaty at the Atakent Exhibition Centre.

More information about the 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) as well as on the projects' social media pages @centralasiafashion and @eliteline\_exhibition.