

34 МЕЖДУНАРОДНАЯ
ВЫСТАВКА МОДЫ
INTERNATIONAL
FASHION EXHIBITION

CAF
CENTRAL ASIA FASHION



ELITELINE⁵ INTERNATIONAL
EXHIBITION
SHOES, FUR,
LEATHER AND
ACCESSORIES
supported by
euro shoes
premiere collection
www.eliteline.kz

18-20

**августа
august**

2024

AUTUMN-2024

Official organizer
Официальный организатор
САТExpO
www.fashionexpo.kz

Almaty recently hosted a major event in Central Asia's fashion scene: the 34th International Fashion Exhibition, Central Asia Fashion Autumn-2024, alongside the 5th International Exhibition of Footwear, Fur, Leather, and Accessories, Elite Line.

The event featured 158 participants from Kazakhstan, China, Poland, Russia, Pakistan, Turkey, Uzbekistan, the UAE, the USA, Germany, France, Italy, and Hong Kong, showcasing around 40 groups of fashion goods. The main segments included new collections of women's and men's clothing, night dresses, fur, and footwear for the Fall-Winter 2024/2025 season. Over 6,770 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan, and Tajikistan attended the exhibition.



Pavilion of the 34th International Fashion Exhibition, Central Asia Fashion Autumn-2024

The Elite Line exhibition was organized as part of a partnership between Euro Shoes, Elite Line, and Central Asia Fashion. With the support of Euro Shoes, over 25 footwear companies from various countries participated in the exhibition. The presence of 41 major players from the fur market greatly expanded the range of fur brands represented in Central Asia. Notable participants included the Turkish Fur Industrialists and Businessmen Association (KSIAD) and the HONG KONG FUR FEDERATION, supported by the Hong Kong Productivity Council (HKPC).



Fashion show of a fur brand held as part of the 5th Specialized Exhibition, Elite Line.



Official opening ceremony of the 34th Central Asia Fashion Exhibition and the 5th Specialized Exhibition of Footwear, Fur, Leather, and Accessories, Elite Line.

Metin Arslan, Director of CATEXPO, highlighted that each season brings new participating countries, and the B2B format is maintained, enabling Central Asian buyers to purchase collections at wholesale prices. He stated, *«Thanks to consistent efforts in this direction, Kazakhstan has confidently secured its leading position in the region, and the exhibition continues to be the largest fashion event in Central Asia. I extend my gratitude to everyone involved in this project, whose dedication year after year helps it grow, attracting attention and investment to our country.»*



Metin Arslan, Director General of CATEXPO and Organizer of the Central Asia Fashion and Elite Line exhibitions

Many of the guests at CAF have been involved in the project since its inception and have witnessed its growing international recognition. Cooperation with Turkey has been a crucial factor in this success. At the opening ceremony, the Consul General of Turkey in Kazakhstan, Evren Muderrisoglu, welcomed the audience and highlighted the active economic development of both countries. Additionally, Ali Yavuz Boynukisa, Chairman of the Board of the Turkish Fur Industrialists and Businessmen Association, noted that while only three companies were represented at the exhibition three years ago, the Autumn-2024 season now features 14 companies.



Jan Belyaev, Director General of the National Footwear Union (NFU) of Russia and the Euro Shoes Premiere Collection Exhibition

Mr. Yan Belyaev, Director General of the National Footwear Union of Russia, wished participants and buyers successful orders, swift shipments, and timely payments. He remarked: *«The partnership between Euro Shoes and Elite Line is undoubtedly fruitful. Not all exhibitions offer a comprehensive total look segment, where buyers can order both clothing and footwear in one place. This unique feature promises stability for the future. In today's turbulent world, stability is hard to come by, but here at the exhibition, it's present. I hope this sense of stability will always be with us! »*

Creative Premiere at the Exhibition

The opening ceremony, always vibrant and full of surprises, showcased the latest trends in Central Asia's fashion world. A standout trend for the Fall-Winter 2024/2025 season is the incorporation of ethnic motifs. Modern, comfortable clothing that reflects the distinctive ethno-color of various countries and cultures is in vogue. Designers are placing greater emphasis on cultural identity and the preservation of traditional folk costumes. Historically, many of these elements served not just as decorative pieces but also as symbols of one's place and role in society.



At the opening ceremony, Kazakhstani designer Zhadyra Zhamansarina presented her Sara Fashion brand, showcasing her latest collection

At the opening ceremony, Kazakhstani designer Zhadyra Zhamansarina, with her brand Sara Fashion, and Kyrgyzstani designer Tolgonai Baira, with her brand Baira, showcased their collections created especially for CAF Autumn-2024. Using ethnic motifs, they crafted stunning pieces for both women and men, offering an elegant and subtle way for individuals to stand out and capture attention.

Zhadyra Zhamansarina shared that there is a growing demand for clothing and accessories featuring ethnic motifs: *«These requests are not just coming from Kazakhstan, but also from other CIS countries, Europe, and the USA. People are looking for something unique, a special flair. What makes Kazakhstani ethnics so appealing? It's the individuality of the Great Steppe, the distinct mentality, and, most importantly, the sense of freedom. Ethnic motifs are infused with the spirit of freedom. Ethnic people are free people, and in the 21st century, this is incredibly important. »*



Fashion show of BAIRA brand collection by Kyrgyz designer Tolganay Baira

Designer Tolgonai Baira introduces the art of blending ethno-style with modern trends, creating uniquely attractive and creative looks. Her Kyrgyz collection stands out primarily due to its distinctive patterns, many of which symbolize and reflect elements of nature, such as the sky, trees, sun, rivers, waves, animals, and flowers. There is a clear trend of people reconnecting with their roots, and her designs embody this by offering modern, comfortable clothing with ethnic touches. These pieces are not only visually stunning but also capture the attention of international audiences, fostering active cultural exchange. Moreover, such designs subtly offer protection to the wearer, as they carry the powerful essence of family support - one of the strongest forces in the world.

Business Conference at a New Growth Point

The business program of the exhibition this autumn marked a new and enhanced phase of its development. Throughout the three days, visitors had access to a variety of resources, including a free consultation center, an Internet marketing school, a job fair, and educational initiatives like the «Salesman & Buyer School» and a mini MBA program.



Speech at the CAF Business Conference featuring retail analytics data from Yandex Qazaqstan Experts
In the photo, from left to right: Olga Kurdanova, Madina Seysengalieva, Milena Ershova.

The CAF Business Conference, a unique event with no equivalents in Central Asia, has expanded to an inter-country level. In the Autumn-2024 season, it featured 24 sessions with distinguished speakers from the Netherlands, Russia, Uzbekistan, and Kazakhstan.

Milena Ershova, head of the business program and general producer of the exhibition, remarked: *«For the first time, our business conference brought together authoritative experts who, over the course of three days, discussed not only local but also global issues affecting the world business community. They referenced global statistics and analytical data, presented detailed results from their own industry research, and systematically drew parallels between the past, present, and future. The professional discussion of global agendas and world challenges is a key indicator of the audience’s qualitative growth and the evolution of its level of awareness.»*

Attendees of the business conference received up-to-date, first-hand information on retail trends in the fashion category, global business and societal trends, as well as unique industry statistics and analytics. Madina Seysengalieva, Director of Advertising Business at Yandex Qazaqstan, highlighted that Kazakhstan’s fashion market is increasingly attracting the attention of international brands, which are actively investing in its development. She noted: *«Investment growth in Kazakhstan’s market over the past year reached 48% from international brands, 23% from Russian brands, and an impressive 495% from Belarusian fashion brands! This significant growth clearly indicates a high level of interest in our country. Among the product categories most frequently purchased by Kazakhstani consumers in the past year, clothing leads at 77%, followed by footwear at 69%, and face and body care cosmetics at 55%. Additionally, the accessories category (including bags, belts, etc.) has also seen notable interest, making up 37% of fashionable purchases in Kazakhstan.»*



Speakers of the Panel Discussion «Expert Analysis of the World’s Hottest Business Trends» at the CAF Business Conference
In the photo, from left to right: Maria Malinovskaya, Madina Seysengalieva, Dmitry Burenko, Katya Kolotilova, Evgeny Danchev, Natalia Mironova, Milena Ershova

The main shopping behavior among Kazakhstanis is multichannel: 36% shop exclusively offline, 10% only online, and 54% use both channels. Experts reiterated the importance of adopting a multichannel approach in business.

During the analytical session «Features of National Service and Feedback from Kazakhstan», exclusive industry research revealed how Kazakhstani consumers evaluate service levels and highlighted specific national characteristics in customer feedback. Natalia Ospanova, President of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPIOR), presented the results of a comprehensive industry survey for the first time. The survey included responses from Kazakhstani citizens aged 18 to 60, residing in 20 cities across the country, providing valuable insights into consumer perspectives and expectations.

According to the respondents, the best customer service in Kazakhstan is found in cafes and restaurants (43%), supermarkets (41%), and household appliance stores (40%). These are followed by private medical centers (37%) and banks (36%). In contrast, stores selling clothes, footwear, and accessories received a 29% rating for their service quality. Public hospitals and polyclinics were rated the lowest, with only 6% of respondents considering their service satisfactory. The main problem areas in service across Kazakhstan include insufficient staff qualifications (62%), a lack of politeness and friendliness (48%), and slow service speed (45%).

The speaker emphasized that improving service levels in Kazakhstan requires a systematic approach, with one of the key strategies being not to cut corners on staff training.



Experts at the Panel Discussion «Reputation and Central Asia's Main Benchmarks» at the CAF Business Conference
Pictured, from left to right: Maria Malinovskaya, Dmitry Burenko, Natalia Ospanova,
Milena Ershova, Indira Adil, Svetlana Chernenko.

The future, both in the short and long term, was a key focus of discussions at the business conference. During the panel discussion «How the Global 'Forecast-2050' Will Affect Business and Customers», experts explored major societal trends such as global aging, hyper-urbanization, and the rapid development of artificial intelligence. The discussion centered on the impact these global challenges will have on businesses. Projections suggest that by 2050, there will be 4 million people over the age of 100 worldwide, with the population over 65 expected to rise from 10% today to 22%. Additionally, 80% of the global population is predicted to live in large cities. Experts highlighted that each of these trends will have both positive and negative implications, significantly influencing business operations and societal dynamics.

The CAF Spring-2025 International Fashion Show will take place from March 10-12, followed by the CAF Autumn-2025 and Elite Line-2025 exhibitions from August 17-19.

Both events will be held at the Atakent Exhibition Center in Almaty.

For more information about Central Asia Fashion and Elite Line exhibitions, visit www.fashionexpo.kz and www.eliteline.kz, or follow them on Instagram at [@centralasiafashion](https://www.instagram.com/centralasiafashion) and [@eliteline_exhibition](https://www.instagram.com/eliteline_exhibition).