

БОЛЬШЕ,  
ЧЕМ ПРОСТО  
ВЫСТАВКА

**CAF**  
CENTRAL ASIA FASHION

**36** INTERNATIONAL FASHION EXHIBITION  
МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
**AUTUMN-2025**

**28-30 JULY / ИЮЛЬ / ШІЛДЕ**

**el ELITELINE**  
INTERNATIONAL EXHIBITION • SHOES • FUR • LEATHER • ACCESSORIES

supported by  
**euro shoes**  
premiere collection

**2025**

6 Международная Выставка обуви, меха, кожи и аксессуаров  
6 International Exhibition of Footwear, Fur, Leather and Accessories

сатехпро

**A key event in the fashion world of Central Asia took place in Kazakhstan's largest city, Almaty: the 36th Central Asia Fashion Autumn-2025 International Fashion Exhibition and the 6th Eliteline-2025 International Exhibition of Footwear, Fur, Leather and Accessories.**

Around 40 groups of fashion products were presented by 132 exhibiting companies from Kazakhstan, Turkey, China, Mongolia, Russia, Belarus, Uzbekistan, Germany, France, Italy and Ukraine. The event was attended by 8,879 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan and Russia. They were the first to see the new Autumn–Winter 2025/26 collections and had an excellent opportunity to create a relevant seasonal range and develop business relationships with leading clothing, footwear and accessories.



International fashion exhibition Central Asia Fashion Autumn-2025 (drone shot)

Several new brands from different countries were presented for the first time at the exhibition. Among them were Delicashmere from Mongolia, which specialises in cashmere products, and the Russian footwear company Lel, known for the high quality and comfort of its products. The stand of Gelatu, a leading manufacturer of men's clothing from China, which also presented its collection at Central Asia Fashion for the first time, attracted particular attention from visitors. The company impressed with its stylish exhibition and signature stand design, attracting hundreds of interested visitors and becoming one of the most notable participants at the event. The autumn season also saw the participation of 39 fur companies, demonstrating the region's undoubted appeal. As part of the fashion market, the fur segment requires a special approach, and it is at Central Asia Fashion and Elite Line that companies

find the right audience, the expertise they need and opportunities to scale their business.



Fashion shows on the catwalk Central Asia Fashion Autumn-2025

Metin Arslan, Director of CATEXPO, noted at the opening ceremony that the rapidity with which the modern world is changing determines complex development tasks for exhibitions, which should ensure the competitiveness of Kazakhstan outside the country: *«I am grateful to everyone who in such difficult times supports the fashion industry, invests in it, opens new names. This is worthy of respect and gratitude».*



Director of CATEXPO company Metin Arslan

Consul General of Turkey in Kazakhstan Evren Muderrisoglu believes that Central Asia Fashion and Elite Line exhibitions unite fashion representatives from all over the world, creating a unique platform for professional dialogue and international cooperation: *«I would like to highlight the contribution of 69 Turkish companies that presented their stands in the autumn season 2025.*



*We attach special importance to our strategic partnership with brotherly Kazakhstan. Almaty plays a leading role in trade and economic ties with our country, with significant investments and a large number of Turkish citizens living here. As part of our Turkey Century strategy, we intend to further expand bilateral ties through exhibitions, business missions, market research and the introduction of modern technologies. Our goal is to increase the trade turnover between the countries to 10 billion dollars a year».*



Consul General of Turkey in Kazakhstan Evren Muderrisoglu

Mevlüt Hikmet Ünal, member of the Board of Directors of the Istanbul Textile and Raw Materials Exporters Association ITHIB, emphasised that Kazakhstan holds a special place in the Turkish ready-to-wear industry: *«Despite an overall decline in exports by 6.5% in the first 6 months of 2025, shipments to Kazakhstan grew by 33%, totalling \$216 million. This has allowed Kazakhstan to become one of the top 50 markets for Turkish apparel. The international exhibitions Central Asia Fashion and Elite Line play an important role in promoting Turkish brands in Central Asia.*



Member of the Board of Directors of the Istanbul Textile and Raw Materials Exporters Association ITHIB Mevlut Hikmet Ünal

*We have been participating with a national exposition since 2015 - 10 companies were present then - and today representatives of 69 companies came to Almaty, 46 of which represent clothing, 18 - leather and fur products, and 5 companies work in the footwear segment. The total area of our exposition was 3500 square metres. We are grateful to the organisers for their contribution to the development of trade relations and believe that the exhibitions in the future will also become a basis for new forms of cooperation».*

International fashion exhibitions Central Asia Fashion and Elite Line are organised in partnership with Euro Shoes. With the support of Euro Shoes, 10 footwear companies from different countries took part in the Autumn-2025 season. Yan Belyaev, General Director of the National Footwear Union of Russia, believes that the alliance gives a powerful result: *«The total look format, when both shoes and clothes are presented on one platform, is rapidly gaining popularity. We are happy to see our partnership develop and bear fruit».*



General Director of the National Footwear Union of Russia Yan Belyaev

### **The little stars of the big catwalk — Sabina Volskaya's children's show — conquered CAF!**

The opening ceremony of Central Asia Fashion Autumn 2025 surprised and moved the audience. This was



Designer Sabina Volskaya gives children freedom of expression



the first time in several years that a children's fashion show had been held as part of the exhibition. Sabina Volskaya, a Kazakhstani designer and a pioneer of haute couture children's fashion on the international stage, presented her collection of elegant dresses and bold business suits. The collection is made in shades of pearl grey, blue and soft beige, which, according to the designer, emphasise the lightness and boldness of the young models. *«I really like jackets with accentuated shoulders, especially in children's fashion, because hardly anyone makes such things for children. People believe that everything for children should be «one 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. They give children strength and confidence. I believe they deserve more freedom to express themselves, and fashion should help them do that. That's why I often use quite rough shoes in my images, such as boots with thick soles. If you wear ballet shoes or slippers, the image becomes too soft and romantic, but heavy shoes give it character and strength. Even the children's gait changes».*

Sabina represents Kazakhstan around the world, thereby expanding the geographical reach of the domestic fashion market: *«This year, we went to Morocco for Tanger Fashion Week, a large-scale event attended by Hollywood stars and featuring brands such as the legendary Vivienne Westwood. Our show took place on the same day as Vivienne Westwood's, which was an incredible sign of recognition and respect. When our children took to the catwalk, the audience rose to their feet! They applauded, shouted «bravo» and openly expressed their admiration. It is for moments like these that I am willing to overcome any difficulties! Kazakhstan is viewed positively in different countries, and we are always greeted with warmth and respect. Sometimes I am even surprised at the enthusiasm and interest with which people pronounce the name of our country. I don't know exactly why this is, but it is always extremely pleasant».*

### **Business consultations with stylists**

During the CAF Autumn 2025 season, representatives from the Style Session community of image stylists gave bright and professional presentations. The rich programme of business consultations aroused keen interest among the audience. Participants were particularly interested in the consultations on «Brand DNA



The work of the Style Session community of image stylists always attracts the interest of visitors.

and Archetype», where experts explained how to develop a unique style and understand the customer; «Selling Capsule Assortment», which covered how to create an effective collection based on audience needs; and «Social Networks as a Stylish Sales Department», where participants learned how to generate revenue through Instagram. The consultations took place throughout the three-day exhibition and formed an important practical element of it.

## CAF Business Programme: Facts, Figures and Commentary

The comprehensive business programme of the Central Asia Fashion exhibition provides fashion industry professionals with the latest information on fashion, marketing, sales and emerging societal trends from season to season. As part of the business conference, six expert sessions were held in the Show Area, with more than 30 experts from different countries speaking. Natalia Mironova, the host of the business conference, organiser of training seminars and business programmes, and head of business programmes at the PROfashion media holding company, proposed discussion topics including the creation of commercially successful collections, the effective use of artificial intelligence, tools for increasing sales on marketplaces, and success stories of entrepreneurs who have achieved high results in e-commerce.



The Show area hosted business sessions with renowned experts in marketing, design and e-commerce.

The incredible popularity of artificial intelligence was a topic that sparked enormous interest among CAF visitors. Ilya Burmistrov, co-owner of the iWENGO business school and the Lennuf platform for setting up online stores, encouraged listeners to ask themselves why AI is necessary. *«Today, it can be used to solve problems in various fields», - he said. For example, a colleague recently showcased a range of children's clothing that was entirely created using the Clon platform. Many people are concerned that neural networks will replace human workers and make everything cold and impersonal. But that's not a reality we'll see in our lifetime. Neither in 10 years, nor in 50 years, nor even in 100 years will humans disappear from the process. Artificial intelligence is not a threat, but a tool for the future, just as Excel once was. I still remember rushing to Bauman University in 2002 to learn how to use this programme. Back then, it seemed almost magical, but today it is a basic skill. The same will happen with AI. AI will not replace people, but it will significantly enhance the capabilities of those without natural talent. According to various estimates, only 2% of people on the planet are naturally talented. Often, it is recognition that makes a work great. However, in China, a novel written with the help of AI won the Chinese science fiction award.*

*Using 66 queries, author Shen Yang created a 43,000-character Kafkaesque story about a robot in just 3.5 hours. The question is no longer whether it was created by a human or a machine, but whether society will accept it. If you visit a fashion designer, they will make sketches, pick references and find inspiration, but this process could take weeks. In contrast, neural networks such as Midjourney, DALL·E, Kandinsky from Yandex and ChatGPT can generate dozens of visual concepts in just 20–30 seconds. Not all of these will be brilliant, of course — some will seem banal, strange or even funny. But this is where humans come into play, selecting the best ideas and finding the freshest and most authentic ones with the «wow effect».*





Ilya Burmistrov, co-owner of the iWENGO business school, spoke in detail about the development of AI.

Almas Kerimbek, clothing designer and founder of the Qanaker brand, responded succinctly when asked which process in the fashion industry definitely cannot be automated and should not even be attempted: *«It is undoubtedly the emotional part — the stage where the idea is born and the concept of the brand or collection is laid down. This is where creativity, inspiration and the personal vision of the creative person come to the fore. Artificial intelligence is not capable of feeling these emotions. Furthermore, it cannot replace the actual process of creating something: sewing, working with fabric, finishing details. Human hands, skill and experience are important here, and these cannot be automated 100%. Light industry, especially in Kazakhstan, needs to develop, and it will grow. Yes, AI can speed up some stages, help generate ideas or optimise processes, but it cannot replace humans in creativity and craftsmanship. And it should not».*

### A new life offline

Discussing trends in the development of e-commerce and marketplaces, as well as the decline in offline sales, online sales expert and entrepreneur Maxim Chernov Ivanov emphasised the low base effect: *«For example, in China, the share of online sales already exceeds 50%. But here, whether in Kazakhstan, Russia*



Business conference experts (from left to right): Maxim Chernov Ivanov, Ainura Rakhimzhanova, Ivan Sakharov, Vera Nemkaeva, Evgenia Savenkova-Petrichenko, Ekaterina Svetlichnaya

*or other CIS countries, the level of e-commerce is still within the range of 5-20%. We have room to grow — and we are doing so. Every month, the base increases, so it seems that the growth is enormous. Marketplaces have simply chosen the right market — a market that is developing on its own. This was facilitated by COVID-19, which reinforced the trend towards online shopping, and other external factors. As for the offline sector, it will not disappear, but it will change. This is especially true in categories such as clothing, footwear and accessories, where emotions, trying things on and visual contact with the buyer are important. But the old models have long since ceased to work. In the past, for example, you could buy a white T-shirt for \$2 and sell it for \$10. That's a huge markup! That won't work now. Now, quality, a unique selling proposition and clear differentiation from competitors are important. Offline will definitely survive, but under new rules».*

The spring season of the Central Asia Fashion Spring-2026 International Fashion Exhibition will take place on 9-11 March. The venue is Almaty, Atakent Exhibition Centre.

For more information about Central Asia Fashion and Elite Line exhibitions, please visit the official websites [www.fashionexpo.kz](http://www.fashionexpo.kz) and [www.eliteline.kz](http://www.eliteline.kz) and follow the projects on social media @centralasiafashion and @ eliteline\_exhibition