



CAF

CENTRAL ASIA FASHION

SPRING-2023

Organizer / Организатор

caTEXPO

31

МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
INTERNATIONAL FASHION EXHIBITION

13-15

марта
march

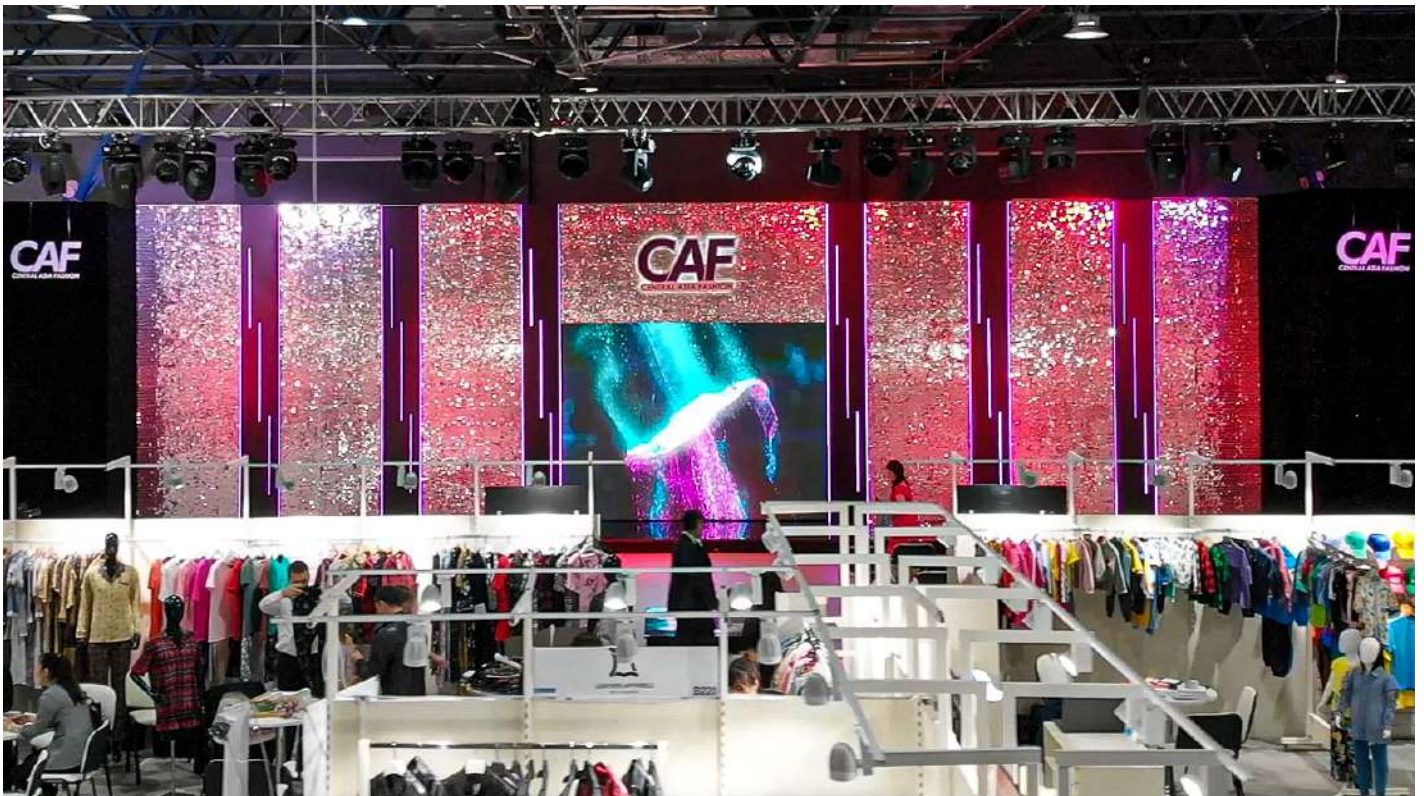
2023

WWW.FASHIONEXPO.KZ

The 31st Central Asia Fashion Spring-2023 International Fashion Exhibition has successfully ended in the southern capital of Kazakhstan, the city of Almaty.

Participants of Central Asia Fashion

The largest B2B fashion project of the fashion industry in Central Asia – the Central Asia Fashion International Fashion Exhibition – keeps setting records. This time, the three-day fashion event hosted more than 150 brands from 14 countries of Europe and Asia. Suppliers and manufacturers from Turkey, Uzbekistan, Russia, the Netherlands, Belarus, Italy, Germany, China, Poland, Ukraine, Greece, Bangladesh, France and Finland brought new fashion collections to the southern capital of Kazakhstan, the city of Almaty, for pre-order and purchase by buyers. It is noteworthy that international marketplaces showed particular interest in the exhibition due to the popularity of Kazakhstan as a stable and attractive region for business in Central Asia. Thus, the Central Asia Fashion Exhibition once again confirmed that Kazakhstan, as a region and country, has firmly established itself as an ideal platform for business growth and development.



Central Asia Fashion Spring-2023 International Fashion Exhibition from a bird's eye view

The official opening ceremony was visited by: Consul General of Turkey in the Republic of Kazakhstan - Mr. Ali Rıza Akıncı and Consul General of the Republic of Uzbekistan in Almaty - Mr. Abror Jahangerovich Fatkhullaev. The welcoming speech at the opening ceremony was made by: Kamola Nabiyeva - Deputy Head of the Sewing and Knitting Department of the Uztekstilprom Association, Cholpon Alamanova - Member of the Union of Artists of Kyrgyzstan, founder of the Cholpon Kurak School of Applied Arts, as well as Aida Kaumenova - Designer, Blogger, Founder & Owner of the Aida KaumeNOVA House fashion.



Opening ceremony of the 31st Central Asia Fashion International Fashion Exhibition

Visitors to the spring season of Central Asia Fashion

The total number of visitors and participants of the Central Asia Fashion buyer programme has always been distinguished by stability, enviable quality and selection of professional audience. The spring salon of the CAF exhibition was no exception. Thus, for 3 days of the exhibition, the stands of the participants were visited by 6,911 specialised professionals from Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Russia, Turkey, Mongolia, China. Kazakhstan, Kyrgyzstan and Uzbekistan were among the main three leading countries in terms of the presence of buyers and representatives of fashion retail. It should be noted that the 31st season of Central Asia Fashion became really hot for buyers: for pre-orders, specialists were literally on duty at the fashion event, and shared their opinions on the collections they saw being impressed by the scale and quality of the brands presented.



Stands of the participants of the 31st season of the Central Asia Fashion Spring-2023 International Fashion Exhibition Women's, men's and children's clothing, hats, outerwear and fur coats, sportswear and jeans, underwear, as well as bags and fashion accessories were among the most widely exhibited thematic sections. Each direction was reflected both on the stands and on the catwalk of the exhibition. Thus, for 3 days, 43 new collections of fashion brands were presented by fashion shows, which will be relevant next fall. It is noteworthy that representatives of brands, along

with the authors of fashion collections, took to the catwalk with great pleasure along with the models and literally broke the applause of the interested public.



Fashion show of collections of participants of the 31st Central Asia Fashion International Fashion Exhibition

CAF Spring-2023 business conference

Profile, industry-specific CAF business conference is always in the spotlight with market experts and media representatives. Its relevance, proven effectiveness and special popularity once again gave the exhibition a new victory. Thus, among the partners of the Central Asia Fashion business conference, there is now a global leader in the field of forecasting trends and fashion trends – the WGSN trend bureau (Great Britain) – which presented a forecast of fashion trends for commercial purchases and global trends.



Panel discussion of experts at the CAF business conference on the topic "Intelligence, Individuality, Environmental Friendliness. Expert Analysis of Fashion Trends»

Special attention of fashion specialists of the exhibition was attracted by the panel discussion of a whole galaxy of masters of sociological and marketing research. Experts spoke about the challenge transformations of the new Kazakhstan, analysed the impact of global turbulence in recent years on the moods and consumer behaviour of Kazakhstanis, noted the specifics of the Asian mentality. They also talked about the crisis behaviour of Kazakhstanis, the pressure of hyperinflation, competition and e-commerce in the "KZ zone" and, in general, the opportunities for

developing the Kazakhstani market in a changing reality. Experts agreed that despite the crisis situation at the international level, Kazakhstan has already crossed the threshold of opening prospects.

A large-scale industry research should be noted, the data of which was exclusively presented at Central Asia Fashion and reflected the preferences and priorities of Kazakhstani young people. In particular, special attention was paid to leisure, fashion preferences, media consumption and the so-called new media, including social networks. The analytics presented at the business conference clearly showed what the business community should pay attention to in order to remain on the radar of the most trend-following category of the population. At the same time, fashion-retail experts once again reminded business representatives of working tools and methods of high sales, and also gave recommendations on purchasing, range and overcoming crisis situations.

The red line of panel discussions of fashion industry experts throughout the days of the business conference was the topic of Kazakhstan's involvement in the global trend of environmental friendliness and sustainable fashion. The expert assessment is unequivocal: the world community is on the way to scaling up and popularising environmentally friendly products. Care for the environment will no longer go out of fashion, and here Kazakhstan is slowly but surely gaining momentum and positive experience.

Professionals - stylists, consultants, HR experts

It is also important that visitors of the exhibition were able to communicate with experts and get information useful for business development even beyond the framework of the business conference. During all three days of the event, a specially equipped free consultation centre worked on the site, where top fashion retail practitioners gave recommendations on system management, merchandising, range management, planning and sales, recruitment and training of personnel, finance and accounting, tax accounting and audit. Once again, a professional purchase support service was provided - "stylist for an hour" within the framework of the Central Asia Fashion business programme. A team of stylists-practitioners helped buyers to collect successful collections, calculate the store's product content, and form a purchase budget.

Another special project of the CAF Job Fair business programme in the new season of the exhibition presented job seekers and employers with open vacancies in top fashion companies in Kazakhstan. Visitors left CVs and had short interviews with professional HR specialists, and employers, in turn, also conducted express interviews in search of effective employees.



Mira Bergen, "Stylist of the Year", about the service "Chief-Buyer or Stylist for an Hour" within the framework of Central Asia Fashion Spring-2023

Special projects of Central Asia Fashion

A real sensation on the scale of the Central Asian region this time was made by special projects of Central Asia Fashion: two unique expositions of works presented at Art Gallery CAF at once will undoubtedly go down in the history of the project.

Thus, Cholpon Alamanova, a member of the Union of Artists of Kyrgyzsta, brought the “Eco-Kurak. Life of Wonderful Things” exposition to Kazakhstan for the first time. The works of applied craftsmen were presented within its framework, reviving the forgotten handicraft technique “kurak”, where each item is created from many shreds of fabric. All the works in the “Eco-Kurak” project were created from the so-called fabric scraps or, more simply, waste materials. Over the five months of the project, the artist and her students recycled more than 300 kilograms of fabric scraps, thereby making a huge contribution to protecting the environment. The discussion of this project at the exhibition served as an impetus for the launch of a new "green" public initiative to recycle fashion production residues in Kazakhstan.



Cholpon Alamanova’s “EcoKurak. Life of Wonderful Things” exposition at Art Gallery CAF

The “Real Fashion in Kazakh” creative collaboration between Central Asia Fashion International Fashion Exhibition and PROFIT Events, one of Kazakhstan’s leading B2B companies, was equally interesting. Experts set an interesting task for Artificial Intelligence in the face of popular neural networks: to create a series of works that reflect the



Exposition of neural networks “Real Fashion in Kazakh” at the Art Gallery of the Central Asia Fashion International Fashion Exhibition

traditional life and everyday routine of Kazakhstan. The creative experiment was a success and aroused great interest of the audience. However, this is not the end of it - in the next year the organisers plan to repeat the idea in order to assess the dynamics of training the neural network with new search queries and compare the result.

For reference:

The Central Asia Fashion International Fashion Exhibition has been held in Almaty twice a year since 2006. Now CAF is a platform where all conditions are created for finding a reliable partner as represented by a clothing manufacturer, placing orders for the supply of collections, finding a distributor, and also professional development. Every season, the event is attended by fashion industry specialists from the entire Central Asian region and the CIS countries. At the booths of numerous participants, pre-orders and purchases of collections are carried out, buyers and designer fashion shows are held on the catwalk, the business zone is represented by a specialised business conference, within which panel discussions, analytical sessions, and thematic seminars are held. All three main elements of the expo business show exhibition are aimed at making deals and actively conducting business processes.

The main sections of the exhibition present more than 40 product groups. In order to ensure the efficient work of buyers and participants, the organiser, CATEXPO Exhibition Company, conducts a special buyer programme – Hosted Buyers Programme – due to which buyers from all regions of Central Asia can visit CAF without financial burden.

The new CAF Autumn-2023 autumn exhibition salon will be held from July 30 to August 1, together with a specialised exhibition of shoes, fur, leather and accessories – Elite Line. The venue for all upcoming exhibitions - Almaty, Atakent Kazakhstan Business Cooperation Centre, 10th-11th pavilions.



The banner features a woman in a light purple coat and sunglasses on the left. The background is a gradient of purple and blue with white dots. The text is arranged as follows:

- CAF** (Large purple letters)
- CENTRAL ASIA FASHION (Small grey letters)
- AUTUMN-2023** (Large white letters)
- 32 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ INTERNATIONAL FASHION EXHIBITION (Large white letters)
- 30 july июля - 01 august августа 2023 (Large white letters)
- WWW.FASHIONEXPO.KZ (White letters)
- Organizer / Организатор **CATEXPO** (Small grey letters above red and blue logo)