

сатехро

CAF
CENTRAL ASIA FASHION

37 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
37 INTERNATIONAL FASHION EXHIBITION
37 ХАЛЫҚАРАЛЫҚ СӘН КӨРМЕСІ

9-11 МАРТА | MARCH | НАУРЫЗ
More than just an exhibition!
2026



The 37th International Fashion Exhibition Central Asia Fashion Spring 2026, the largest fashion industry event in Central Asia, will be held in Almaty from March 9 to 11

The flagship exhibition event will bring together more than 220 exhibiting companies from 16 countries and over 7,000 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan, and Russia. The hallmark of Central Asia Fashion is the opportunity for buyers to be among the first to preview the new collections of clothing, footwear, and accessories for the upcoming 2026 season. By communicating directly with representatives of participating companies, visitors can assess current trends and product ranges, and place pre-orders at the most competitive wholesale prices. Another key advantage of the project is the opportunity to establish business connections; in today's economic environment, personal contacts and collaborations often become a decisive factor for success.



The scale of the Central Asia Fashion International Exhibition (aerial view)

Despite the challenging economic realities, the organizers of Central Asia Fashion continue to operate at full capacity and actively seek new opportunities to develop the project in ways that are beneficial and engaging for both participants and visitors.

Metin Arslan, Director of the international exhibition company CATEXPO, notes:

«For us, Central Asia Fashion is not just an exhibition, but a dynamic professional platform that brings the market together, builds new connections, and helps businesses adapt to change. During this challenging transformation of the fashion industry, it is especially important to maintain a space for dialogue, experience exchange, and the search for sustainable solutions. This is exactly the mission we consistently pursue, and the new Spring 2026 season will be no exception. »

To support entrepreneurs in the new exhibition season, investments in the special free buyer program have been increased. Through participation in this program, regional buyers from several countries are able to attend CAF without significant financial burden.

This season, the program has generated particularly strong interest from buyers from Kyrgyzstan and Russia, who are actively registering and planning to take part in the exhibition.



Metin Arslan, Director of the International Exhibition Company CATEXPO

Around the World

The new Spring 2026 season will once again take place across three pavilions of the Atakent Exhibition Center, covering an impressive exhibition area of approximately 12,000 square meters. Pavilions 9, 10, and 11 will open their doors to exhibitors from various countries, buyers, media representatives, designers, stylists, models, and many other professionals involved in the fashion industry. The concept of the event is strictly focused on the B2B format, and the exhibition is open exclusively to fashion industry professionals.

Companies from Turkey, Kazakhstan, China, Russia, Kyrgyzstan, Germany, Mongolia, Italy, Uzbekistan, France, Belarus, and other countries are expected to participate in the exhibition.

Buyers will find a wide selection of apparel for all age groups, including evening wear, sportswear, lingerie, and plus-size clothing, offered at wholesale prices directly from manufacturers.

Among the exhibitors is the French brand BELIZA, renowned for its luxurious swimwear and lingerie collections. Its participation confirms the high level and international significance of the event.

Another French brand, Leo & Ugo, will celebrate a milestone during the new Spring season by taking part in CAF for the tenth time. Since its first participation in 2012, Leo & Ugo has built an extensive distribution network across the CIS countries and now aims to further expand access to its products in each market, particularly in Kazakhstan. Russian exhibitors are also showing strong interest in CAF. Several companies are expected to participate with the support of cluster export centers from seven regions of Russia. The largest participation of China in CAF's history is anticipated — the country will become the second-largest exhibitor nation, presenting around 40 brands at the exhibition.

The brand Lafty Lie of the Italian company Fantasie Colari is expanding its export horizons by participating in Central Asia Fashion for the first time. Its new 2026 women's collection is set to impress buyers with a glamorous contemporary design. The men's fashion segment will also expand, with approximately 22 brands participating in the Spring 2026 season.

Buyers will also have an excellent opportunity to source collections of footwear and accessories directly at the exhibition. The organization of both the Spring and Autumn seasons of the exhibition serves as a continuous catalyst for the development of these fashion segments in the Central Asian region, thanks to the strategic partnership between Euro Shoes and Central Asia Fashion.



Spring-2026 will present buyers with an expanded range of men's fashion

A Fusion of the Past and the Future

The grand opening of each Central Asia Fashion season is always a highlight, and the Spring 2026 season will once again delight and impress all exhibition participants. Each year, the event is attended by consuls general of various countries, representatives of leading industry organizations, major business figures, renowned journalists, fashion bloggers, and celebrities. For the first time at Central



Fashion shows presented by participating countries always generate strong interest among buyers

Asia Fashion, a fashion show will be presented by the renowned Kazakh designer and artist, Chairwoman of the Union of Craftspeople of Kazakhstan, and laureate of the Interstate Award «Stars of the Commonwealth», Aizhan Bekkulova. Major media outlets highly praise her work: «When she takes a needle, fabric, or wool in her hands, time itself seems to merge — the traditions of ancestors, forgotten

techniques, and the symbolism of Kazakh ornamentation are transformed by the master into contemporary creations that resonate with modern audiences. For decades, Aizhan Bekkulova has been reviving Kazakh national art, opening pathways for young artisans, and достойно representing Kazakhstan on the international stage. »

The exhibition continues to implement modern IT solutions to enhance convenience for exhibitors, buyers, and guests. Participants can use a Telegram bot featuring the up-to-date CAF program and navigation, as well as a highly convenient interactive pavilion map for quickly locating desired booths. The registration process has become even simpler and faster thanks to an optimized online application form. The modern services of Central Asia Fashion enable visitors to manage their time efficiently and stay informed about all key activities.

Business Program: Not Forecasts, but Practical Tools

The Central Asia Fashion business program continues to maintain its status as the region's leading expert platform. It offers a unique format for Central Asia, where modern business models are developed, global changes in retail are discussed, and success stories are shared to inspire those just beginning their journey in the fashion industry.

The venue also serves as an ideal networking space, with negotiation areas available to visitors without restrictions.

One of the most content-rich components of the business program will be the Stylists' Consultation Center, organized in collaboration with the Style Session community. Exhibition visitors will not only be able to consult professional stylists on assortment planning and Spring–Summer 2026 trends, but also take advantage of the unique «Stylist for an Hour» service, as well as attend thematic sessions focused on image building, sales, and collection selection.



Sessions by the «Style Session» community of image stylists will help exhibition participants gain insights into the specifics of the fashion market

The Business Conference is the key element of the CAF business program and for many years has maintained its status as the leading expert platform of the Central Asian fashion market. It has evolved from a networking meeting format into a large-scale industry conference that brings together around 1,500 industry professionals each season. Every day, two sessions featuring major industry experts will take place in the show area. In the Spring 2026 season, the main focus will be on strategies for financial and operational sustainability in turbulent market conditions, including financial stability in retail, high-conversion marketing, practical AI integration, communication with audiences through influencers, and luxury positioning.

Natalia Mironova, host of the Business Conference, organizer and moderator of training seminars and business programs, and Head of Business Programs at the PROfashion media holding, explained: *«The mission of the Business Conference is to provide fashion entrepreneurs in Central Asia with practical*

tools for crisis management and strategic business decisions. Experts will address issues of measurable efficiency — how to manage finances, what to communicate to consumers, and which metrics to use to evaluate results. They will analyze cases that have already generated profit, which can now be adapted and scaled. Today, creativity alone is no longer enough to stay afloat. Financial discipline and technological flexibility are the modern resources for survival. That is why the role of the Business Conference is fundamentally changing. We are focusing on sustainable brand economics, optimization of business processes, and realistic assessments of marketing conversion rates. Forecasts are no longer sufficient — concrete tools are in demand, and experts will provide them. »



The experts of the CAF Business Conference will offer concrete tools to drive business growth

Maintaining high standards, the international fashion exhibition Central Asia Fashion brings together the interests of all market players — from buyers to manufacturers, from exhibitors to designers. The exhibition serves as a foundation for professional dialogue and experience exchange, confirming its status as the leading B2B platform without which it is impossible to imagine the modern fashion industry of Central Asia.

Participation terms for Central Asia Fashion Spring 2026, the Business Conference program, and visitor information are available on the official website www.fashionexpo.kz , as well as on social media at [@centralasiafashion](https://www.instagram.com/centralasiafashion)