



CAF
CENTRAL ASIA FASHION
AUTUMN-2026

МЕЖДУНАРОДНЫЕ ВЫСТАВКИ МОДЫ:
ОДЕЖДА, ОБУВЬ, МЕХ И АКСЕССУАРЫ

INTERNATIONAL FASHION EXHIBITIONS:
APPAREL, FOOTWEAR, FUR,
AND ACCESSORIES



КАЗАХСТАН / АЛМАТЫ / «АТАКЕНТ»



27-29 ИЮЛЯ | JULY 2026

From July 27 to 29, Almaty will once again become a major fashion hub of Central Asia. The 38th International Fashion Exhibition Central Asia Fashion Autumn-2026 and the 7th International Exhibition of Footwear, Fur, Leather and Accessories Eliteline-2026 will take place at the Atakent Exhibition Center

One of the most significant industry events in the fashion sector of Central Asia is expected to bring together more than 200 companies from Turkey, Kazakhstan, China, Russia, Germany, Italy, Uzbekistan, France, Ukraine, and other countries. The exhibitions will welcome over 9,000 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Turkmenistan, Tajikistan, and Russia. Their number continues to grow year after year. Buyers travel to Almaty to be among the first to discover the latest global fashion trends and new seasonal collections of clothing, footwear, and accessories. This opportunity is made possible through direct, intermediary-free communication with representatives of the participating companies. Buyers review product ranges and place preliminary wholesale orders at competitive prices.



Central Asia Fashion International Fashion Exhibition Pavilion (drone shot)

The organizers of the Central Asia Fashion and Eliteline exhibitions are committed to maintaining a high standard of event organization and always strive to stay ahead of the times. *«Human capital and the ability to build business connections play a crucial role in today's economic reality. Personal contacts and collaborations often become the decisive factor for success. In this regard, exhibitions play an especially important role by helping all market participants transform, unite, and discover new paths for development»*, - says Metin Arslan, Director of the international exhibition company CATEXPO.



Metin Arslan, Director of the international exhibition company CATEXPO

International Interest and Effective B2B Tools

Season after season, the event continues to attract strong interest from buyers in Russia, Kyrgyzstan, and Uzbekistan, with active registration also coming from Kazakh buyers. All of them actively take advantage of the entrepreneur support program. This special free buyer program has become a signature feature of the Central Asia Fashion International Fashion Exhibition. Thanks to this initiative, regional buyers from several countries can attend CAF and Elite Line, explore new collections, and place pre-orders for clothing, footwear, and accessories without incurring high travel costs.



Thanks to a special support program, regional buyers can attend the exhibition without incurring significant travel costs

The Autumn-2026 season will once again take place on a large exhibition area of more than 10,000 sq.m., covering three pavilions of the Atakent Exhibition Center — Pavilions 9, 10, and 11. Both CAF and Elite Line meet modern technological standards. For convenient navigation, visitors have access to an interactive 2D map of the pavilions. It helps guests easily find their way around the venue, locate the exhibitions they are interested in, and keep track of the fashion show schedule and business program.

App kiosks will be located at the main entrances and at the organizers' office. Visitors can also enjoy the innovative Show Area and an interactive digital photo zone, which provide additional comfort and enhance engagement with the exhibition space.



An interactive 2D map of the pavilions is available to help guests navigate the exhibition comfortably

The exhibition's Telegram bot, available to all participants, will allow users to quickly receive up-to-date information about the event, view the schedule, and access participant lists.

One of the main distinguishing features of the exhibition is that it is attended exclusively by members of the target audience — buyers, designers, stylists, models, media representatives, and bloggers. This focused environment is achieved through a strict offline B2B format and limited access granted only to fashion retail professionals. As a result, the exhibitions ensure a high level of successful business deals and transactions.

Geographic Expansion: New Debuts and Returning Exhibitors

The 38th International Fashion Exhibition Central Asia Fashion Autumn-2026 and the 7th International Exhibition of Footwear, Fur, Leather and Accessories Eliteline-2026 will feature companies from Turkey, Kazakhstan, China, Russia, Germany, Italy, Uzbekistan, France, Ukraine, and several other countries. As always, buyers can expect a wide selection of clothing for all age groups, evening dresses, sportswear, accessories, lingerie, plus-size clothing, fur products, and footwear.

The autumn season gains special significance with the International Exhibition of Footwear, Fur, Leather and Accessories Elite Line, which takes place exclusively during this period. This significantly expands business and purchasing opportunities for both exhibitors from different countries and buyers. The exhibition serves as an important driver for the growth of the footwear and fur industries in Central Asia. For many years, Euro Shoes has been a consistent partner of the exhibition. Thanks to this strategic alliance, a major industry association is being formed in the market, bringing together leading representatives of the sector. As part of the Autumn-2026 season, with the support of Elite Line and Euro Shoes, approximately 20 footwear brands from various countries will be presented at the venue, covering both the mass market and the premium segment. Every season, new brands from various countries join the list of regular participants. In the Autumn-2026 season, the Chinese footwear brand «Ninety Nine Shoes» will present its new collection at Elite Line for the first time. The participation of long-term exhibitors is of particular value to the exhibitions, as they consistently

choose them as an effective platform for business development and strengthening business connections. For example, the Export Support Center of the Kirov Region has been a long-standing participant of the exhibition. In 2025, the footwear brand «Lel» from Kirov made its debut at the event; in 2026, it will return as part of a collective stand alongside other new companies. The return of the French brand Leo & Ugo, which continues to expand its presence in the CIS region, is also expected. The Central Asia Fashion exhibition continues to play an important role in the brand's development strategy in the region. At CAF Autumn-2026, Leo & Ugo will present new collections aligned with current fashion trends.



Collections at the best wholesale prices await buyers from 7 countries around the world

Premiere of Designer Nail Baykuchukov's (NAIYL) Show

The grand opening of the Autumn-2026 season traditionally attracts a large number of fashion industry professionals from Central Asia. Official representatives, leaders of major industry organizations, and members of the media community will deliver welcoming speeches. Throughout all three days, exhibitors from various countries will present their new collections in showrooms and on a specially designed transformer runway created to showcase the latest fashion trends. Fashion shows featuring professional models consistently draw almost all visitors to the Show Area.



Visitors to the exhibitions are always eager to see fashion shows from the participating countries

For the first time, the opening ceremony of Central Asia Fashion and Elite Line on July 27 will feature a runway show of a new collection by renowned Kazakh designer Nail Baykuchukov (brand NAIYL). Nail Baykuchukov is one of the most recognizable designers of evening and cocktail fashion in Central Asia. His collections are presented at major fashion venues across the region, and his designs are frequently chosen by artists, TV presenters, bloggers, and members of high society. The signature style of NAIYL is defined by elegance, femininity, intricate handcraftsmanship, and a modern take on haute couture. The show will present 11 exclusive looks from the new collection. A special highlight of the event will be the participation of bloggers and influencers as models, emphasizing the synergy between fashion, media, and the digital industry. This show is expected to become one of the key fashion activations of the exhibition, bringing together representatives of the fashion industry, media, the blogosphere, and the professional community.

Central Asia Fashion: Business Program on the Future of Fashion in Central Asia

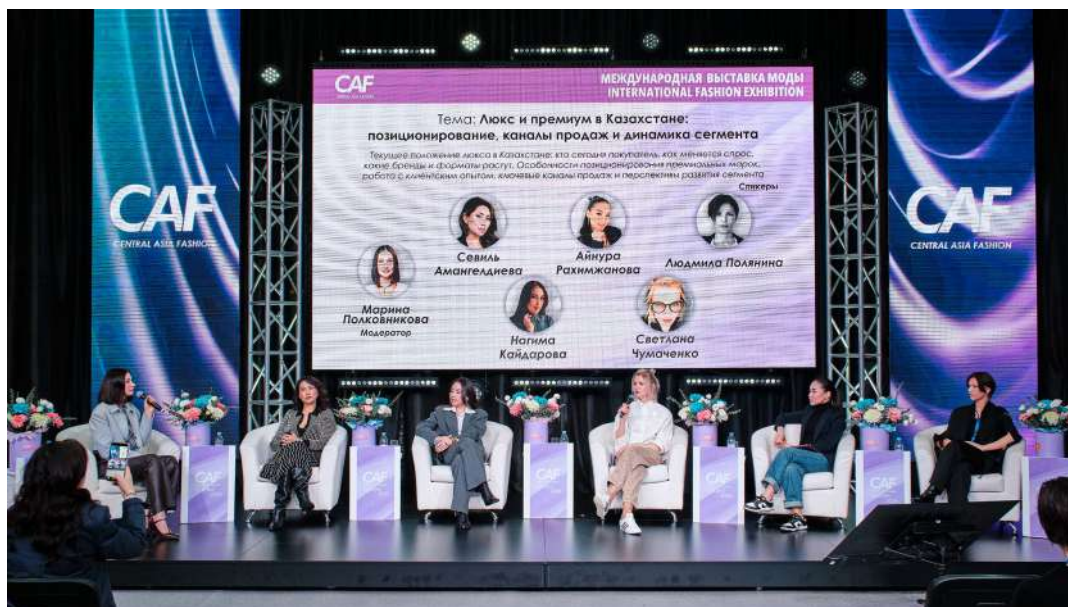
One of the key components of the exhibition for many years has been the business program — a unique expert platform with no equivalent in Central Asia. Here, new business models are developed, current challenges and trends are discussed, and strategies for the fashion industry's development are shaped several seasons in advance. One of the highlights of the business program will be the Consultation Center, featuring a stand from the «Style Session» Community of Image Stylists. This activity traditionally receives highly positive feedback from visitors, as it offers not just theoretical recommendations, but practical, ready-to-use solutions. These include assortment analysis, visual merchandising, and hands-on advice on building commercially successful collections and working with clients. In the Autumn-2026 season, the senior stylist will be Madi Bekdair — an international image stylist and fashion producer, founder and trainer of the international school of conceptual image stylists «Style Session», and official stylist for Milano Fashion Week, Paris Fashion Week, New York Fashion Week, Amsterdam Fashion Week, and Istanbul Fashion Week.



«Style Session» Community of Image Stylists

Exhibition visitors will traditionally have access to the «Stylist for an Hour» service, learn about the latest Autumn–Winter 2026/2027 trends, and take part in masterclasses on fashion, style, and visual image. The fashion industry in Central Asia is evolving rapidly. Artificial intelligence is transforming marketing and sales, consumer behavior is changing, and local brands are seeking new paths for growth and scaling. These are the key topics that will be addressed at the business conference. Over three days, experts, brand representatives, and industry leaders will discuss creating commercially successful collections, working with influencers, managing customer loyalty, developing brands

through national cultural codes, the prospects of the Central Asian market, and the practical application of AI in the fashion business. Madi Bekdair will deliver a lecture on managing customer loyalty and value in the fashion business, where he will explain how to increase customer value and build long-term relationships with audiences in a highly competitive environment.



The CAF Business Conference focuses on the most relevant topics for both society and business

Natalia Mironova, organizer of the CAF business program, notes that in today's reality, brand success depends on more than just the product: *«Speed of adaptation, understanding the audience, strong marketing, and the ability to use new technologies are all crucial. That is why we build the program around topics that are already shaping business efficiency today. The Central Asia Fashion business program evolves every year alongside the market and is becoming increasingly practice-oriented. Our goal is to create a space for professional dialogue, experience sharing, and finding solutions. We want every participant to gain not only new ideas but also practical tools they can apply in their business the very next day.»*

The Central Asia Fashion and Elite Line team maintains a high standard of organization and content quality by responding flexibly to changes in the fashion industry and strengthening engagement with the professional market. Continuous updates to formats, expansion of the business program, and active involvement of industry experts allow the platform not only to reflect current trends but also to position itself as a visionary in the field. This approach contributes to the development of the fashion sector in the region, encourages experience sharing, and strengthens partnerships. As a result, the exhibition has firmly established itself as the leading B2B platform in Central Asia, where the main business, trend, and sourcing processes of the fashion industry are concentrated.

Participation terms for Central Asia Fashion Autumn-2026 and Eliteline-2026, the business conference program, and general information are available on the official website www.fashionexpo.kz