

35 INTERNATIONAL FASHION EXHIBITION
МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ

SPRING-2025

CAF
CENTRAL ASIA FASHION

10-12 MARCH | МАРТА | НАУРЫЗ 2025

сатехро MORE THAN JUST AN EXHIBITION



The main event in the world of fashion in Central Asia awaits fashion industry professionals: the 35th season of the International Fashion Exhibition Central Asia Fashion Spring-2025 will be held in Almaty on 10-12 March

The flagship event will bring together more than 220 companies from 17 countries to present the latest collections of apparel, footwear and accessories for the Spring/Summer 2025 season. More than 7,000 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan, Tajikistan and Russia will have the opportunity to be the first to evaluate the trends of the coming season and to conclude advantageous contracts.



Scale of the International Fashion Exhibition Central Asia Fashion (top view)

The leading event of the fashion season never fails to amaze with its scale and creative approach: participating companies, buyers, designers, stylists, models and everyone involved in the world of fashion will find unlimited opportunities for business development, creativity and networking at the exhibition. The Central Asia Fashion exhibition is held in an offline B2B format exclusively for fashion retail professionals as well as media representatives and bloggers. Such an approach allows to gather within the framework of the event exactly the target audience, which is necessary for participants and buyers for fruitful work.

Central Asia Fashion Spring-2025 will be held in pavilions 9, 10 and 11 of the Atakent Exhibition Centre. The total exhibition area will be more than 10,000 square metres. In the Spring-2025 season, the number of exhibitors will exceed the local capacity, as evidenced by the fact that some companies are on the waiting list. This is undoubtedly a vivid indicator that the exhibition has become the leading fashion retail event not only in Central Asia, but also in the entire CIS.

New collections at wholesale price

CAF Spring-2025 will be attended by companies from Turkey, Kazakhstan, Russia, Italy, Lithuania, China, Uzbekistan, Germany, Poland, UAE, France and Mongolia. The new spring season will see the return of European fashion brands to the show: La Fee Maraboutee, Humulity, French brands Leo&Ugo, Lety, Acquadiccoco, Jerbel, Tuffoni, Madzerini, Italian brands Centergross, Aryton Poland, Van Laack Germany, Caprice Germany, Fianeta Lithuania and others. All of them will present new collections of different groups of fashion goods at the most favourable wholesale prices. Every season, buyers from Central Asian countries have access to more than 40 groups of goods. Women's clothing for all occasions is in the lead. Men's and children's clothing, underwear, fashion accessories and footwear are also on display. Special sections include wedding and evening wear, fur and leather goods, sports and home wear, plus size clothing, swimwear, headwear, hosiery and much more.



More than 40 groups of fashion products are presented at Central Asia Fashion

CAF Spring-2025 is organised within the framework of the partnership between Euro Shoes and Central Asia Fashion. With the support of Euro Shoes, more than 20 footwear companies from different countries are expected to participate in the spring season. The opening ceremony will be addressed by distinguished guests - Mr Evren Muderrisoglu, Consul General of Turkey in Kazakhstan, Mr Martino Castellani, Director of the Trade Exchange Development Department (TED) of the Italian Embassy, representatives of Euro Shoes, ITKIB and the Russian Trade Mission in Kazakhstan.



Central Asia Fashion Exhibition organized in partnership with Euro Shoes

The Heart and Rhythm of the Fashion Industry

The Central Asia Fashion Exhibition has long since become a place where fashion meets business for the benefit of both, and where creative ideas are given new impetus for realization. It is an event that sets the rhythm of the entire fashion industry in Central Asia for six months ahead. Each year CATEXPO, the organizer of the project, increases the number of activities or changes them for the benefit of participants and visitors. Buyers not only have unlimited opportunities to search for new brands, pre-order and

purchase collections, but also to expand the circle of business contacts, participate in the business program, productive networking, expert advice and attend fashion shows. Interesting fact: over the past 15 years, an average of more than 1,000 fashion shows by brands and designers have taken place on the catwalk of the exhibition. Professional models have walked more than 30 kilometers on the catwalk. The quest to introduce new technologies is an integral part of the exhibition. The interactive map of the exhibition will help visitors to navigate easily through the pavilions and find out more information about the exhibitors. They will be able to create optimal routes, quickly find thematic objects, save favorite stands and events in their Favorites and plan their day with the help of an electronic timetable. The new spring season will also see the debut of an interactive photo zone, a bright and modern element of the CAF Spring-2025 exhibition. Made up of three LED screens, this photo zone will allow guests and visitors to take unforgettable photos to remember.



CAF hosts dozens of fashion shows from participants' collections

Fashion meets business: new formats and perspectives

One of the important elements of the exhibition for many years is a specialized industry business conference, which attracts fashion-industry specialists from all over Central Asia and the world. It is not just a business part of the event, but a platform that has no analogues in the professional environment, where new business models are born, strategies are defined and the most topical issues are solved. The organisers of the event always keep the mark and keep up with the times, «checking the course» with the professional community.

Business program manager and fashion expert Milena Ershova notes: *«In the new spring season of the Spring-2025 business conference 24 thematic sessions will be held non-stop. Among the speakers are 16 international and Kazakhstani authoritative experts from three countries. The professional community of fashion-retailers will see new formats reassembled and updated in the spirit of the time. Among them are panel discussions, public-talks, retail-battle, seminars, educational trainings, workshops, master-classes. Perhaps for the first time, analytics will be presented as widely as possible in five areas at once: socio-demographic, HR, digital, media, retail analytics. An ambitious project - a research series «DNA code of the nation» - will be continued; experts will analyse in detail «Kazakh-style business. The peculiarities of national entrepreneurship» and will reveal the influence of Kazakh culture and mentality on it. I would like to note that for the entire existence of the business conference, no season has been without innovations. This time among the novelties will be an investment pitching of creative projects of Central Asia on the theme «Social ambitions and impact investing of creative industries». Well, and the most unusual innovation will be a new section «Lecture». It will be opened by a professional runologist and shezhirologist Yerlan Espenbetov. The expert on Tengrianism will talk about the historical phenomenon «Business of nomads of the Great Silk Road».*

The business card of Central Asia Fashion business program is actual industry research and analytical data. One of the business sessions will be devoted to the peculiarities of the socio-demographic structure of Asian countries, which is important to know when promoting business.

Central Asia Fashion does not change itself and pays special attention to trend topics, therefore the conference program also includes a session on the topical topic «Global SMM trends for fashion retail».



Trend themes are a priority at Central Asia Fashion

For the first time, a separate block of the business conference will be dedicated to non-verbal communication of retailers in today's realities. A number of Kazakh and international experts will speak about trends in this area. PR and SMM specialist Marina Podvigina-Gruber will address the topic of fashion brand communication strategy «New "hunger games» in the promotion of a clothing store", explaining how to start a promotion and where to look for the target audience. International sales expert Evgeny Danchev will talk about communication with customers, including NLP practices, and will name the main mistakes of the head of a fashion company that lead to a decrease in sales. Ekaterina Tsabinova, an expert in body language and non-verbal communication, will reveal the secrets of kinetic image, body language and gestures that are usually left behind the scenes, and explain how a salesperson's body language affects sales in the shop. All the information on non-verbal communication will be supported by masterclasses with practical breakdowns, including public «film breakdowns». The culmination of the communication theme will be the Intellectual Battle format, already a favorite with visitors to the show. This time the experts will discuss «The Power of Fame: An asset, a business tactic or a headache? »



Central Asia Fashion Business Conference focuses on global and local agenda

in a pro and con format. The experts will address a number of topical issues, including: epatage in business, what is a personal brand in the Eastern way, whether a business leader needs a personal brand in the new realities, and how to measure the power of influence and the result of working on a personal brand.

Continuing the theme of communication, demography and generational change, there will be a thematic seminar and book signing by expert Victor Yeliseev. The business conference speaker will talk about the peculiarities of interaction between representatives of different generations and present his new book «Children of the 90s». The new book will also be presented to the business audience of the exhibition by Evgeny Danchev, an international expert on increasing sales in the fashion market.

The Spring Business Conference will not be without educational and entertaining content. There will be 5 educational seminars, 6 thematic workshops and master classes, as well as a special raffle of intellectual gifts for the conference visitors. The latter will be awarded to the most active visitors to help them develop their business. Spring 2025 will be no exception. Gifts from experts include: professional training for entrepreneurs, audit and consultancy support, professional advice on sales, internet marketing, kinetic image, communication strategy and branding.

Business meetings without frontiers: free advice and expertise

The business program of the CAF exhibition has always been characterised by active networking. Specialised B2B communication platforms will be organized in all three pavilions. For example, in a specially equipped area - the «Individual Consultation Centre» - retailers and entrepreneurs will be able to receive free, non-stop advice from five invited experts during all three days. The Consultation Centre will also host a stand by Madi Bekdair, an image stylist with an international practice, founder of the Asian Stylist Community and the School of Conceptual Styling. Here you will be able to take advantage of the «Stylist for an hour» service and learn about the trends for the Spring-Summer 2025 season, how colors and styles influence the buyer's psychology, the secrets of effective shopping and much more.



At the CAF Advice Centre you can find out about the trends for the Spring/Summer 2025 season

As part of the Spring-2025 business program, specialist discussions and round tables are also planned. Each day the exhibition area will host sessions with top experts, including Dmitry Revin, Chairman of the Union of Retail Property Developers of Kazakhstan, Alma Kadyrkulova, Director of the Almaty branch of the National Association of Light Industry Enterprises «Qaz Textile Industry» and Evgeniya Savenkova-Petrichenko, Head of Seller Attraction at Wildberries in Kazakhstan and CIS countries. Moderator - Natalia Mironova, organizer and moderator of training seminars and business programs, Head of Business Programmes at PROfashion Media Holding. Experts will discuss the potential, key trends and growth points of Kazakhstan's light industry, profitable investments in the fashion industry, effective promotional tools in the fashion industry. Special attention will be paid to the topic of online sales on marketplaces (more than 75% of all online orders are made through them), as well as fashion cooperation and strategic-tactical methods of negotiation.

All elements of the business program are traditionally free of charge for visitors to the show. Thus, the exhibition actively supports the business community and creates conditions for its qualitative growth and development. The organizers of Central Asia Fashion note that contributing to the development of entrepreneurship and strengthening the economy of Kazakhstan and the entire Central Asian region remains a priority.

Terms and conditions for participating in Central Asia Fashion Spring-2025, the business conference program and visitor information are available on the official website www.fashionexpo.kz and on social media @centralasiafashion.