

A promotional poster for the CAF 31 International Fashion Exhibition. On the left, a woman with voluminous curly hair is wearing a blue patterned dress. The background is dark blue with white floral patterns. The text 'CAF 31' is in large, stylized letters, with 'CAF' in purple and '31' in white. Below it, 'CENTRAL ASIA FASHION' is written in white. To the right, 'MEЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ' and 'INTERNATIONAL FASHION EXHIBITION' are written in white. The dates '13-15 марта' and '13-15 march' are prominently displayed, followed by '2023'. At the bottom, the website 'WWW.FASHIONEXPO.KZ' and the organizer 'caTEXPO' are listed.

CAF 31 MEЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
INTERNATIONAL FASHION EXHIBITION

CENTRAL ASIA FASHION
SPRING-2023 13-15 марта
march 2023

Organizer / Организатор
caTEXPO

WWW.FASHIONEXPO.KZ

***Fashion-retail experts and industry professionals will gather in Almaty for
Central Asia Fashion International Exhibition***

13 - 15 March 2023 Almaty, Atakent Exhibition Centre (42 Timiryazeva str.), Pavilion 11

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Media accreditation: <https://fashionexpo.kz/press-tsentr/akkreditatsiya-smi>

One of the largest niche B2B events in the Central Asian region will be held on 13-15 March at Atakent Exhibition Centre. Traditionally, during the Spring-2023 Central Asia Fashion (CAF) season, fashion industry representatives from more than 10 countries will be able to spend 3 working days as productively as possible: for more than 15 years, CAF has created the best conditions for finding a reliable partner in the face of a clothing manufacturer, making orders for the supply of collections, finding a distributor, as well as professional development.

In addition to Turkish, Russian, Italian and Greek brands, this season's Central Asia Fashion will feature fashion innovations in Almaty in a large collective cluster of manufacturers from Uzbekistan and, for the first time, from the Republic of Udmurtia.



CAF Business Conference

One of the key venues for lively discussions and debates by fashion retail industry experts in the region will be the CAF exhibition business conference. The organisers are preparing a unique large-scale industry research on fashion, leisure and media preferences of Kazakhstani people in different regions. The survey data will help to answer a range of important questions: How do Kazakhstani youth spend their leisure time and what do they spend their money on in different regions? What are the favourite places for fashion shopping and their main drivers? What is in priority of Kazakhstani people, how much, for what are young people of the country ready to pay? Which social networks are the most popular in Kazakhstan and to what extent do Kazakhstani use new media?

In addition, a special overview of the Central Asian fashion retail sector and a panel discussion with the leaders of sociological and marketing research in Kazakhstan await the participants of the business conference. The experts will answer a number of topical questions: How is consumer behaviour changing under the pressure of hyperinflation? What is the specifics of Kazakhstan's mentality and how does this affect the Happiness Index? How not to "oversleep" the window of opportunity of Kazakhstan as a global business hub? Upcoming themes of the business conference include: for the first time, trend forecasting for commercial purchasing and forecasting of global trends by the leader in trend forecasting - WGSN Company, expert thematic seminars on assortment planning and specifics of sales and pricing in conditions of hyperinflation, preserving sustainability of business in times of instability.



From "job fair" to "stylist for an hour"

Importantly, for the second consecutive season, Central Asia Fashion will present non-commercial special projects aimed at the professional development of industry professionals. For example, as part of the business programme, the CAF Consulting Centre will host free personal business consultations from experts in the fashion industry.



Practitioners will answer questions about the retail business, and visitors, in addition to professional advice, will be able to find a consultancy company or mentor for their business.

The CAF job fair will be a free recruitment event: the project offers jobseekers the chance to find out about fashion employers and have short interviews with professional HR specialists, while employers will be able to submit applications to find employees.

The equally sought-after, unique exhibition project “Stylist for an Hour” will now be presented in two versions: the DEMO package and the Standart package. The team of the popular stylist of the year, Mira Bergen, will clearly show buyers what the customer really wants and is looking for, analyse the customer's portrait, calculate the merchandise content of the shop, give recommendations on how to make purchases with zero stock balance sales, and become a guide to style and image creation right at the exhibition.

Art battle between manual labour and artificial intelligence

At the same time, the international fashion exhibition Central Asia Fashion presents a rich cultural and entertainment programme: fashion shows, autograph sessions, meetings with authoritative personalities, presentations and special ART-projects provide an opportunity to go beyond the traditional B2B format.



In the upcoming season the traditional project of the exhibition ART gallery CAF will be presented in an unusual format - an art battle. Compete between themselves will be traditional authorship, decorative art and artificial intelligence. Cholpon Alamanova, a guest artist and applied artist from Kyrgyzstan, will present a special guest at the exhibition, entitled “Eco-kurak. Life of remarkable things.” Visitors of the exhibition will be able to see 10 unique



works in the forgotten ancient technique of kurak, where each exhibit is made of moulds (waste products) of sewing manufacture. A total of 80 seamstresses took part in the project, recycling several tonnes of pieces of fabric.

Another project of ART gallery CAF is an exhibition called "Real Kazakh Fashion". A joint creative collaboration between Central Asia Fashion and Profit.kz. will clearly demonstrate how fashion and global digitalisation affect the appearance, life and lifestyle of people living in rural areas of Kazakhstan. 10 unique works on canvas, created as a result of an alliance of machine learning and artificial intelligence, will present visitors to the exhibition with a reading of how Kazakhstani national dress may look in familiar folk locales, taking into account the trends of the times and ubiquitous digitalisation.

We would like to remind you that every season the Central Asia Fashion International Exhibition is visited by over 6,000 fashion industry professionals: buyers, owners and owners of fashion business, representatives of retail chains, fashion shop managers, representatives of shopping malls, wholesalers and retailers. Among the visitors and special guests of the exhibition are delegations of Associations and Chambers of Industry of CAF member countries.



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