

RFRF 09/2017, 19TH CONSECUTIVE EDITION ON THE OCCASION OF CPM
MULTI-BRAND STORE 0.2 GENERATION NEXT:
NEW ASSORTMENT POLICY, SHOPPING AREA STANDARDS, CUSTOMER COMMUNICATION

THURSDAY 31/8/2017 – 10.30 AM–6.00 PM

- 10.30 am **WGSN BUYER'S BRIEFING Spring/Summer 2018**
Presentation at Catwalk, hall 83.
Speaker: Sara Maggioni, Director of Retail & Buying at WGSN, the leading global trend authority for creative thinkers and the world's number one fashion trend forecaster.
This is an exclusive WGSN presentation that will only be presented once during CPM.
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- RFRF Economic Forum for Executives of Fashion Industry, Trade and Retail**
- 11.00 am **RFRF-opening-address** by Philipp Kronen, Managing Partner of IGEDO Company, organizer of CPM and host of RFRF
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- 11.15 am Presentation **"Benchmark of recent development of European Clothing Exports to Russia, per EU-member states and per clothing categories (Year 2016/15, Q 1 2017/16)."**
Speaker: Reinhard E. Doepfer, Chairman of EFTEC
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- 11.45 am Presentation **"Economic insight in the current situation of the Russian fashion market – outlook on 2017 and forecast on 2018."**
Speaker: Anna Lebsak-Kleimans, CEO Fashion Consulting Group (FCG)
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- 12.45 am Seminar **"Multibrand Store 2.0: how to rebrand business to comply with the new consumer's requests."**
Speaker: Elena Burganova, CEO Russian Buyers' Union
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- 13.00 pm Questions & Answers from audience to Reinhard Doepfer, Anna Lebsak-Kleimans and Elena Burganova
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- RFRF Seminar Sessions, PART I, powered by Fashion Consulting Group (FCG)**
- 1.15 pm Seminar **"How to operate a multi-brand fashion store profitably?"**
Speaker: Natalya Chinyonova, Senior Expert of Retail Technology, Fashion Consulting Group (FCG)
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- 2.00 pm Seminar **"New season's assortment planning for multi-brand independent fashion stores and multi-brand display space areas at shopping malls."**
Speaker: Galina Kravchenko, Senior Expert of Assortment Planning and Trend Forecasting, Fashion Consulting Group (FCG)
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- 3.00 pm Seminar **"Online store: how to build and operate?"**
Speaker: Alexey Salychev, Supervisor of the Fashion E-Commerce Course at Higher School of Economics
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- 4.00 am Experts in dialogue-Session **"Current trends in fashion store architecture, interior design, furniture, display tools and illumination: discoveries from EUROSHP 2017 in Duesseldorf"- including a presentation on the 5 best fashion stores in Russia.**
Speakers: Andrej Utochkin, CEO Fashion-Retail-Design; and Boris Agatov, CEO of PROJECT LINE
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- 5.15 am Presentation **"B2B platform Modny magazin – a brand new wholesale channel."**
Speaker: Vera Ivanova, editor-in-chief Modny magazin.

FRIDAY 1/9/2017 – 11.00 AM–6.00 PM

- 11.00 am **RFRF INTERNET & SOCIAL MEDIA FASHION SALES PROMOTION FORUM** powered by www.moda.ru and **PROfashion PublishingHouse**
Opening Statement by Anton Alfer, CEO of www.moda.ru
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- 11.15 am Panel Discussion in Russian language **"Internet home pages, social media, tablets and smartphones as basic tools for multi-channel or omni-channel fashion sales promotion to catch the emancipated smart Russian consumer: How can multi-brand retailers participate successfully in the multi-media apps' trend."**
Moderator: Anton Alfer
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- 12.30 pm Q & A session between audience and panel participants
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- RFRF FORUM ON PROGRESS OF DOMESTIC APPAREL MANUFACTURE AND RETAIL INNOVATION, powered by PROfashion Publishing House**
- 1.00 pm Panel Discussion in Russian language **"Prospective development of production and retail of designer fashion, pret-a-porter and accessories "made in Russia"**
Moderator: Stanislava Nazhmitdinova
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- 3.00 pm Seminar **"Staff motivation system in a fashion store: Motivation which motivates."**
Speaker: Ekaterina Eliseeva, General Manager of PROfashion Consulting
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- 4.00 pm Seminar **"Dressing-up stylish and looking attractive: Sales staff reflecting the DNA of a fashion store."**
Speaker: Ekaterina Eliseeva, General Manager of PROfashion Consulting
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- 5.00 pm Seminar **"Web-merchandising. New trend for sales promotion"**
Speaker: Marina Polkovnikova, Senior Expert of PROfashion Consulting
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- 6.00 pm The End of the 19th Edition of RFRF

Subject to modification as per July 2017

Access to all presentations of RFRF is free-of-charge but subject to registration of each participant by scans of the CPM registration badge at the entrance.

RFRF addresses Investors, Owners, CEOs, General Managers, Commercial and Financial Directors, Store Managers, Heads of Staff, Media Representatives, Bloggers, Heads of educational institutions, Import-distributors, agents, wholesalers and individuals working in the Fashion Industry, Retail and Trade. Access to all RFRF-conference sessions is free-of-charge for persons having qualified for Permission of Entry to COLLECTION PREMIERE MOSCOW (CPM) under the condition that badges are presented voluntarily at the entrance to the RFRF conference room for scanning purposes.