



MODE LINGERIE AND SWIM
MOSCOW

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FEBRUARY 2017
Expocentre Fairgrounds Moscow



PRESS RELEASE N° 1 – NOVEMBER 2016

Excitement is building for the 5th session of MODE LINGERIE AND SWIM MOSCOW

The trade show teams are busy getting ready for the next session and regularly travelling throughout Europe to bring all the key lingerie and swimwear industry actors together in February 2017 at the Expocentre in Moscow.

In **LATVIA**, Eurovet was again partner of the 2nd Lingerie Industry Forum in Riga, and met with numerous companies which expressed strong interest in the show. Leading Latvian companies who have already participated include Vova, Bona Dea, Lauma, Orhideja, Gracija-Rim, and Stefi L.

In **POLAND**, a new partnership with the local trade show **Salon Bielizny** gave a strong boost to Eurovet's relationship with the country. Marketing Director Cécile Vivier-Guerin spoke about lingerie trends at a much-anticipated conference attended by more than 200 visitors and exhibitors. Maria Peterson, Sales Manager for Russia, presented the upcoming show to 20 exhibitors. She gave valuable tips and advice on how to work with Russian agents and distributors, how Polish brands should monitor their image and strategy, and the best ways to make the most of a trade show. Sensis, which was very satisfied with its attendance last September, was among the first to register for the February show.

In **RUSSIA**, Eurovet will bring its expertise and extensive knowledge of the lingerie business to the 3rd All-Russia Light Industry Forum on 24 and 25 November, and is honoured to be one of the official partners. Russian participation accounts for more than 30 percent of the MLSM trade show.

In **BARCELONA, MADRID, and PORTO**, several round tables, with active support from Agrupacion del Genero de Punto, ICEX, Fedecon, Associacao Textil e Vestuario de Portugal, and Selective Moda, brought together over 80 brands. Christian Kasch, from CPM, and Marie-Dominique de Fondaumiere, MLSM Director, shared critical information on the Russian market and presented the trade show. Special guest Maria Panteleeva, from the El Punto agency in Moscow, gave important details on a Russian agent's day-to-day activities and the conditions for working with them. She also strongly emphasized that attending the trade show is crucial for agents looking for new customers. Russia is so vast that travelling is very costly. She praised Eurovet for its outstanding work in making new contacts possible.

PORTUGAL will be back in February with a pavilion, and for **SPAIN**, Jaycriss, Massana, Gisela, Ysabel Mora, and Promise have already confirmed their presence.

The registration deadline for **GERMANY** was in mid-October, and registration was confirmed for the MT trade mark agency with brands Seafolly, Dita von Teese, Maison Close, Selmark and Curvy Kate; and ES Marketing with brands Nina von C., Skiny, Viania, and Taubert. Brands Ceceba, Naturana, Zimmerli, and new exhibitors Mustang and Pastunette will also participate.

VISITORS PROMOTION is also a very important activity for the show.

Visiting retailers in numerous cities is a fundamental part of promoting the trade show. It brings first-hand information to retailers about the show, the brands, and the services provided. For Eurovet, it's also a way to better understand retailers' needs, how they work, and the intermediaries they use (agents, distributors).

During a recent trip, Eurovet executive carried out marketing tests with retailers. They presented five products from specific brands and asked retailers three key questions. The test – a "real life" marketing survey with immediate responses – gave brands critical information about what works in the Russian market.

New for this session: Eurovet organized trend presentations in selected shops. These special events helped shops give added value to their customers, encouraged lingerie sales, and kept an interested public up to date on the latest trends.

Cities visited on this recent tour: Krasnoyarsk, Novosibirsk, Chita, Ulan Ude, Blagoveshensk, Abakan, Novokuznetsk, Prokopyevsk, and Kemerovo.

THE LATEST NEWS FROM YANA VITUKHOVSKAYA, visitors' promotion executive at Eurovet

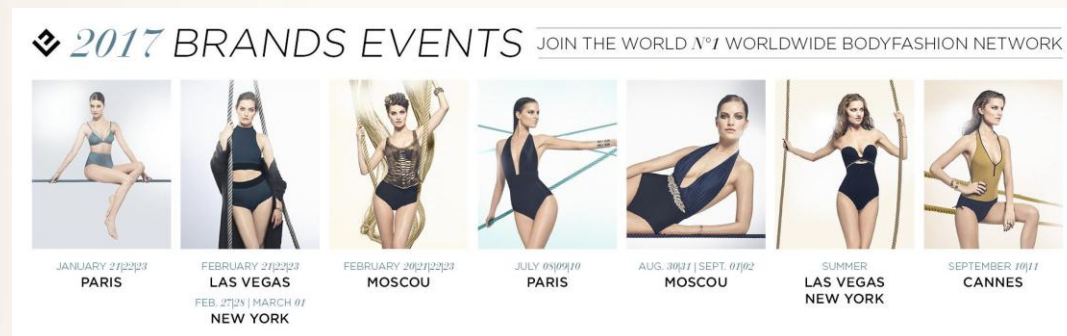
*For the 5th time, I set out to explore the Russian market and promote Mode Lingerie & Swim Moscow. My trip started in the far east of Russia, in **Blagoveshchensk** – 10,700 km away from Paris. Then I travelled west, stopping in the large, wealthy Russian cities where purchasing power is high.*

*In **Krasnoyarsk** and **Chita** I discovered the largest number of beautiful lingerie stores with wonderful windows, decor, and impeccable service. Since there are no federal chains in **Chita** and **Ulan-Ude**, the regional chains have a very influential role, and I am still under the charm of their managers' charisma and personality.*

Surprisingly, Russian women's preferences in lingerie have changed. For example, women in Chita and Ulan-Ude prefer dark colours such as black, wine, and blue for lingerie. In Novosibirsk, push-ups are no longer the most popular bra; today's real bestsellers are soft cups. Also, women no longer buy thongs, they prefer the Rio style. For homewear, Blagoveshchensk and Abakan clients prefer elegant, ultra-feminine nightgowns and peignoirs in silk with lace and embroidery.

In Chita, Ulan-Ude, and Krasnoyarsk there's a strong trend for lingerie that's erotic and comfortable at the same time. Comfort is no longer in opposition to elegance; it has taken on a new meaning that's a balance between well-being and seduction. Some examples are bras without underwires, panties that fit perfectly, lace, trims, transparent skirts . . . and bodysuits which are this year's must-have for every woman.

And finally, Eurovet has launched a new communication campaign for its 2017/2018 trade shows. *“We wanted to create a global communication campaign for the long term, one that would gracefully underline the specific personality of each event around the world. That concept is expressed with a set of visuals linked by a common thread, an immediately recognizable theme. The images may communicate a subtle or expansive mood, with glowing skin that’s pale or golden, and hair that’s carefully styled or blowing freely in the wind. Each visual invites the viewer on a journey to discover a particular trade show’s finished products. Cords, ropes, and cables add structure and describe a boat’s deck, thrilling ports of call, and unforgettable experiences.”*



Get more information at: <http://www.eurovet.fr/en/our-shows-worldwide/>

In Moscow, this campaign is also an opportunity to revamp the entire entrance area of Hall 2.4 at the Expocentre and bring new elegance and glamour to the show.



Facts and figures:

20-21-22-23 February 2017

Expocentre – Moscow

110 brands expected

Over 3,000 visitors expected

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