

**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.
-
- 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
-
- 11.15 am Presentation **"Benchmark of recent development of European Clothing Exports to Russia, per EU-member states and per clothing categories (Year 2015/16, Q 1 2016/17)."**
Speaker: Reinhard E. Doepfer, Chairman of EFTEC
-
- 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)
-
- 12.45 pm Seminar **"Multibrand Store 2.0: how to rebrand business to comply with the new consumer's requests."**
Speaker: Elena Burganova, CEO Russian Buyers' Union
-
- 1.00 pm Questions & Answers from audience to Reinhard Doepfer, Anna Lebsak-Kleimans and Elena Burganova
-
- 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)
-
- 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)
-
- 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
-
- 4.00 pm **"Modern solutions in fashion store design, shop fitting and illumination: discoveries from EUROSHOP 2017 in Duesseldorf. Development of Department Store format in Russia as seen on TSUM Voronezh"**
Speakers: Andrej Utochkin, CEO Fashion-Retail-Design; Boris Agatov, CEO of PROJECT LINE
-
- 5.15 pm 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**
-
- 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, CEO, MODA.RU
Panelists: Dmitry Timurshin, CEO, Freedom Team, Russian Designers' Freedom Store Chain; Anna Slasarchuk, Digital Director and SMM – Expert for Trend Island Market Places at AVIAPARK Shopping Mall and TSUNETNOY and TSUM Department Stores; Oleg Sharan, Editor for GQ Magazine/Conde Nast and Founder of the contest "BestFashionBlogger Awards (BFBA)" and PR Director of Curaprox;
-
- 12.30 pm Q & A session between audience and panel participants
-
- 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: Maria Gerasimenko, CEO and founder of Fashion Advisers
Experts: Irina Malinina, CEO of IrmaDecor
Lyudmila Egorova, CEO of Bona Dea
Maria Vakatova, representative of Shatcom Company
Kukushkin Roman, General customs specialist of Smart Lines company
Maria Kizhaeva, Chief Accountant of Smart Lines company
-
- 3.00 pm Seminar **"Staff motivation system in a fashion store: Motivation which motivates."**
Speaker: Ekaterina Eliseeva, General Manager of PROfashion Consulting
-
- 4.00 pm Seminar **"Dressing-up stylish and looking attractive: Sales staff reflecting the DNA of a fashion store."**
Speaker: Astanda Chegiya, Image Coach and Image Maker Profashion Consulting
-
- 5.00 pm Seminar **"Web-merchandising. New trend for sales promotion"**
Speaker: Marina Polkovnikova, Senior Expert of PROfashion Consulting
-
- 6.00 pm The End of the 19th Edition of RFRF

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.

Subject to modification as per August 2017