

## **RFRF PREVIEW 02/2018**

### **20th Edition of Russian Fashion Retail Forum (RFRF) on February 20 and 21, 2018, on the occasion of the 30<sup>th</sup> Edition of Collection Premiere Moscow (CPM)**

#### ***“The Russian Fashion Market approaching a new Growth Phase: What should Russian Fashion Retailers do in Priority to benefit from the Change of the Economic Environment ?”***

This is the title of the 20<sup>th</sup> consecutive edition of Russian Fashion Retail Forum (RFRF), which was founded in February 2008 as a bi-annual conference event accompanying every turn of Collection Premiere Moscow (CPM). Originally founded by IGEDO Company, the event will now be hosted by OOO Messe Duesseldorf Moscow (MDM). Next RFRF will be held on February 20 and 21, 2018, at Expocentre. As a tradition, RFRF presents itself in three main parts : EXECUTIVE CONFERENCE, PANEL DISCUSSIONS and SEMINAR SESSIONS.

The EXECUTIVE CONFERENCE will be highlighted by an analysis of Dr. Anna Lebsak – Kleimans, CEO of Fashion Consulting Group (FCG) on the results of the Russian Fashion Market over 2017 and on a forecast of results expected for the current year 2018, covering both, offline and online fashion retail. Attendance to this special RFRF-Analysis is considered as being mandatory for any decision maker working in Fashion Industry, Trade and Retail.

Second conference-highlight, which nobody should miss, is a panel discussion under the title of “ *Optimizing the Fashion Supply-Chain Management under the aspect of the new Eurasian Customs Codex*” and its expected impact on importing textile goods and components for domestic manufacture of clothing, likewise ready-made garments. The organizers of RFRF expect up to five leading executives and experts, who will speak about opportunities and risks of applying the rules and regulations compliantly under the aspect of practice in financing, shipping and customs clearing of imports of textile materials and clothing. The panel speakers will be delegated by Management Consultants, like Ernst & Young (EY) and internationally operating freight forwarders such as Russian shipping companies, specializing on fashion logistics’ services. The panel discussion will be hosted by OOO Messe Duesseldorf (MDM) and *PROfashion* Media Holding, and it will be animated by Reinhard E. Doepfer, Chairman of European Fashion and Textile Export Council (EFTEC).

A third conference highlight is scheduled to take place on February 21, 2018, starting at 1:00 p.m. in the format of an “experts-in-dialogue-session” featuring the issue of

*“Best practice methodology of identifying and selecting manufacturing partners for Private Label Development”*. This session is being hosted by OOO Messe Duesseldorf In co-operation with the British-Swiss Textile and Clothing Production-Rating Consultancy TRIGON SELECT LTD. and PRO*fashion* Media Holding. The two Managing Partners of TRIGON SELECT LTD., accompanied by a PRO*fashion*-expert, will also introduce their concept on how to create a “collective private label sourcing organization” for the benefit of Russian independent and chained multi-brand clothing retailers, as well as for multi-brand e-commerce operators.

The RFRF conference-program is being rounded up by further seven seminar-sessions, organization of which is being shared between Fashion Consulting Group (FCG) and PRO*fashion* Media Holding. Issues covered by the seminars on February 20, 2018: “Loyalty systems for the benefit of private customers”, “ Lease- conditions for stores at Shopping Malls”; Seminar themes on February 21, 2018: “Competence in omni-channel fashion retail”, “Assortment planning and trend forecasting for A/W 2018/19”, “Common mistakes in store design and positioning of interior equipment”, “Dress-codes for sales-personnel”, “Motivation of Sales Assistants”.

As a tradition, access to RFRF-sessions is free of charge for Russian and international visitors who obtained a registration-badge for accessing CPM, under the condition that badges are voluntarily presented by visitors for scanning at the entrance of the conference-room of RFRF.

Moscow, January 15, 2018