

TUESDAY 3/9/2019

1:00 - 1:30 pm	BODY & BEACH FASHION SHOW
2:00 - 2:30 pm	FASHION TRENDS SPRING-SUMMER 2020: KEY LOOKS OF UNDERWEAR AND HOMEWEAR Galina Kravchenko, Head of Assortment department of Fashion Consulting Group, Head of FCG representative office of FashionSnoops.com
2:30 - 3:30 pm	VISUAL MERCHANDISING TRENDS IN LINGERIE SEGMENT: MODEST FASHION Elena Stolyarskaya, leading expert in customer service of Fashion Consulting Group
3:30 - 4:00 pm	BODY & BEACH FASHION SHOW
4:00 - 5:00 pm	UPTODATE CUSTOMER SERVICE. ACTUAL THEMES AND TEACHING METHODS FOR SHOP ASSISTANTS Natalia Chinyonova, leading expert in business technologies in retail at Fashion Consulting Group, Head of Master's Programme „Management and Marketing in the Fashion Industry“ at HSE

WEDNESDAY 4/9/2019

10:00 - 11:00 am	TREND VOYAGE I: MAIN TRENDS IN SWIM WEAR SS21 Meeting point: VIP Lounge in hall 2.4 Faustine Baranowski, Lingerie Head Designer at PROMOSTYL
11:00 am - 12:00 pm	DIGITAL MARKING OF PRODUCT GROUPS OF LIGHT INDUSTRY. PROCEDURE AND TERMS OF APPLYING DIGITAL MARKING PROGRAMME, PROGRAMME DEVELOPMENT Round table with the participation of experts from Center for research in perspective Technologies (CRPT)
12:00 - 12:30 pm	BODY & BEACH FASHION SHOW
12:30 - 1:30 pm	METHODS OF INCREASING TRAFFIC IN YOUR LINGERIE BOUTIQUE Stanislava Nazhmitdinova, expert in investment, management, sales, franchising and fashion business development. Founder of the agency for the scaling of fashion business SHTAB (www.shtab.eu)
1:30 - 2:30 pm	EFFECTIVE MARKETING TOOLS IN ONLINE PROMOTION OF YOUR BUSINESS Irina Pishchuk, a market system expert, author of marketing books
2:30 - 3:30 pm	THE MAIN TRENDS OF FALL-WINTER 2020/21 FOR CREATING COLLECTIONS OF UNDERWEAR AND HOME WEAR Anastasia Kotova, trend-expert CARLIN Creative Trend Bureau in Russia
3:30 - 4:00 pm	BODY & BEACH FASHION SHOW
4:00 - 5:00 pm	WHO WILL GET THE CHANCE TO WORK IN 2025? UPCOMING RETAIL FORMATS AND COMPONENTS OF BOUTIQUE INDIVIDUALITY. Mikhail Uvarov, chef-editor of Magazine Lingerie and Tights, Worldwide Lingerie Guide, Lingerie World and www.belyevik.ru

THURSDAY 5/9/2019

10:00 - 11:00 am	TREND VOYAGE II: MAIN TRENDS IN LINGERIE SS21 Meeting point: VIP Lounge in hall 2.4 Faustine Baranowski, Lingerie Head Designer at PROMOSTYL
11:00 - 11:30 am	VK.COM X FASHION BRANDS: BUILDING CONNECTION AND GROWING SALES Nataliya Boreyko, VK Client Service Manager
11:30 am - 12:00 pm	PHOTO CONTENT FOR FASHION BUSINESS Sergey Myakishev, photographer, photo production expert, founder of SKU Production
12:00 - 12:30 pm	BODY & BEACH FASHION SHOW
12:30 - 1:30 pm	SWIMWEAR MARKET AND TRENDS SPRING-SUMMER 2020 BY PROMOSTYL, PARIS Faustine Baranowski, Lingerie Head Designer at PROMOSTYL
1:30 - 2:30 pm	BRA FITTING MASTERCLASS Lidia Kotsyukevich, commercial Director of Lian-M LLC, coach and trainer in bra-fitting, distributor of Panache, Parfait, Touche brands in Russia
2:00 - 3:00 pm	SS20 FASHION TRENDS OVERVIEW POWERED BY FCG FASHIONSNOOPS.COM Meeting point: Trend Zone in hall 2.5 Galina Kravchenko, Head of Assortment department of Fashion Consulting Group, Head of FCG representative office of FashionSnoops.com
3:00 - 3:30 pm	IN-STORE MARKETING COMMUNICATIONS IN A LINGERIE BOUTIQUE Marina Polkovnikova, Founder of agency VMC. Retail
3:30 - 4:00 pm	BODY & BEACH FASHION SHOW
4:00 - 5:00 pm	NEW FACES YOUNG DESIGNER CONTEST. PRESENTATION OF FINALISTS AND WINNER. NEW FACES FASHION SHOW INTIMODA MAGAZINE

