

The 26th International Economic Forum for Innovations and Technologies in Fashion Retail

A NEW REALITY OF THE FASHION MARKET: THE KEY TRENDS AND SCENARIOS FOR THE INDUSTRY DEVELOPMENT

ПАВИЛЬОН
21
Blue Hall

TUESDAY 31/8/2021

Organiser: Fashion Consulting Group

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| 11:00-11:10 | Opening of the Forum. Welcome speeches from the officials |
| 11:10-11:45 | Dynamics, prospects, early results of 2021. Forecast for 2022. Anna Lebsak-Kleymans, Co-Founder and CEO, Fashion Consulting Group |
| 12:00-12:45 | Digital buying: algorithm and techniques. Galina Kravchenko, Assortment Department Director, Fashion Consulting Group, Head of Trend Analytics in FCG/ FashionSnoops |
| 13:15-13:45 | Working with marketplaces. Natalya Chinenova, Chief consultant in business technologies for retail, Fashion Consulting Group |
| 14:00-14:45 | Trends of fashion content in the social networks 2021-2023. Yekaterina Diveeva, Digital Expert, Fashion Consulting Group |
| 15:00-15:30 | How to increase profitability of an online fashion store? Tamara Miminoshvili, Expert in fashion e-commerce, Fashion Consulting Group |
| 15:45-16:30 | Generation Z: a new vision of the customer service. Elena Stolyarskaya, Expert in customer service, Fashion Consulting Group |

WEDNESDAY 1/9/2021

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| 11:00-13:00 | Organiser: Profashion.ru Panel discussion of Russian regional buyers: Sales with minimal discounts considering regional specificities. Moderator: Julia Veshnyakova, CEO, Academy of Retail Technologies |
| 13:00-14:30 | Organiser: Retail.ru Plenary session with exhibitors. Safety in fashion retail. Consequences and outcomes of the pandemic. Exhibitors |
| 14:30-15:00 | What is post-covid retail design and who needs it? Marina Polkovnikova, Expert in merchandising and retail design, Director and Founder, VMC Retail |
| 15:30-15:50 | Security systems for your business, a case from 1C: MOC (Managing Our Company). Anna Lozovskaya, Projects Head, Sol IT |
| 15:50-16:10 | The check list for working with the European partners: what risks to expect when cooperating with the suppliers. Nadezhda Amrani, CEO of Smart Casual group |

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| 16:10-16:50 | Features of operational management in the context of instability. Natalya Konstantinova, Strategy Expert, Business Practitioner, Curator of project teams for the National Project "Improvement of Labour Productivity" |
| 16:50-17:20 | Cash collection 2.0. How to organize the safe operation of a retail outlet in the new realities? Veronika Glebova, Head of commercial department of Profindustry |
| 17:20-18:00 | Session from Consulting Agency PFSolution: "Shopper terrorism. What an entrepreneur should do. Cases. How to find a place for your store. Risks. Lease contract" Yekaterina Eliseeva, Founder of the School of Sales Practical Fashion School, Yekaterina Shpakovskaya, Expert in retail property |

THURSDAY 2/9/2021

Organiser: Fashion Prokachka

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| 11:00-12:30 | Discussion-Interview: Sales channels, who and where feels good in online, do we need offline at all. Moderators: Olga Shteinberg, Stanislava Nazhmitdinova |
| 12:30-13:15 | Online fashion retail development trends. Stanislava Nazhmitdinova, Founder of the Agency for scaling-up fashion brands SHTAB |
| 13:15-14:00 | Virtual fitting room: how it works, why having it, and how a fashion brand can implement. Maria Kosova, Product Manager, MySize |
| 14:00-15:45 | Non-pricing methods of promotion in a marketplace. Dania Tkacheva, Business Consultant |
| 15:45-16:30 | Omni-channel accumulation of the customer base – how to create, process and use effectively. Olga Shibetskaya, Founder, Consulting Company H2O.Business Evolution |

ONLINE STREAMING



Возможны изменения
август 2021

Access to the 25th edition of RUSSIAN FASHION RETAIL FORUM is free-of-charge under the condition that visitors present their CPM-Badges for scanning at the entrance of the seminar room.

RFRF addresses as audience: Owners, CEOs, Commercial Directors, Fashion Merchandising Executives, Store Managers, operating in the offline and online Fashion retail business in Russia, EAC-Countries, Baltic States and Central Asia. Access to RFRF-Sessions is free-of-charge for registered CPM-visitors, under the condition that they agree to present their visitor-badges for scanning at the entrance of the RFRF conference room. Partners of RFRF: ООО "Messe Duesseldorf Moscow", Company IGEDO, Expocentre, CPM - Collection Premiere Moscow, Fashion Consulting Group, Profashion, retail.ru, Fashion prokachka