



The Fashion Retail Forum RFRF will take place at the Expocentre Fairgrounds

The business season of the fashion industry in Moscow starts with international economic forum for innovations and technologies in fashion retail **RFRF – Russian Fashion Retail Forum**, that will take place February 21-23, at the Expocentre Fairgrounds, as part of the largest trade fair platform for Eastern Europe and Central Asia CPM – Collection Première Moscow.

The 3-day business program will go under a single theme "Fashion Business Today: Sustainable Development, Patterns of Recovery and Transformation of Demand". The first day will be opened with welcome words by Thomas Stenzel, Managing Director of the organizing company Messe Düsseldorf Moscow OOO, as well as special guests, among those are representatives of the leading global fashion industry associations – German Fashion Modeverband Deutschland e.V., Ente Moda Italia, Fédération Française du Prêt à Porter Féminin, and Istanbul Textile and Apparel Exporter Associations, as well as the top officials of the diplomatic missions and trade and industry institutions from the key participating countries, such as Italy, Germany, Turkey, etc.

February 21 will offer expert reports from Fashion Consulting Group: Anna Lebsak-Kleymans, Co-Founder and CEO of the company, as always, will cover the results of the previous year and the forecasts for the current; Galina Kravchenko, Assortment Department Director, will speak about the principles of assortment management for online-stores and marketplaces; Natalia Chinenova, Chief Consultant on Business Technologies in Retail, will share an overview of the 5 key trends in digital retail; Ekaterina Diveeva, Digital Expert, will share the key trends for SMM in the fashion industry; Tamara Miminoshvili, e-Commerce Expert, will cover the key trends in e-commerce; Elena Stolyarskaya, Customer Service Expert, will touch upon how to restart your relations with customers.

The second day of the Forum will open with a panel discussion, organized by PROfashion Media Holding, devoted to foreign-trade contracts for Russian clothes producers. The moderator is Marina Vakulenko, Expert in International Commerce, Business Consultant, and CEO of Exportdienst.

The business program will continue on February 22, with a session organized by Retail.Ru portal. It will include sections on clothes and footwear markets through the eyes of the customers (Marina Luchina, Ipsos), on involving staff into content creation for social networks (Iya Imshinetskaya, Business Coach), on design of fashion stores (Elena Lebedeva, Lebedeva.Consulting), and other themes relevant to retailers. The moderator of the conference is Natalia Marova, Head of Retail.Ru Project.

The closing day of the Forum, February 23, will be devoted to sustainable development, and is arranged with the support of Sees Group and Telegram-channel «Fashion Upgrade» (Fashion Prokachka), the moderator of the discussions and interviews is Olga Steinberg, Founder of the Project. Among the experts are Stanislava Nazhmitdinova (SHTAB), Viktoria Grekhovodova (the Second Breath Fund), Anastasia Piorunskaya (Urban Tiger), Bulyash Todayeva (ZeroWasteLab), Svetlana Romanova (International Association for Eco-Fashion), Anastasia Nemaeva (Concept Club), Anna Bickchurova (Materials Expert, Fashion Factory School, British Higher School of Art and Design, and Netologia), Anna Chernykh (British Higher School of Art and Design), Paul Commander (Fair

Elena Oberemova

Head of Marketing and PR

LLC Messe Düsseldorf Moscow

Tel.: +7 (495) 955-91-99, ext. 502

Oberemovae@messe-duesseldorf.ru



Labels), Evgenia Kuznetsova (Environmental Union), Olga Boyarinoва (Boyari), and Anastasia Podolskaya (SANE Fashion).

The RFRF Forum will accommodate Pavilion 2.3, all the events from the agenda will be available live at the official YouTube channel and Facebook account, and later on, the videos of the events will be published on the website of CPM trade fair. Visiting the event is allowed after online registration.

For latest news of the projects, please visit the official websites and social media:

CPM - www.cpm-moscow.com, [Facebook](#), [Instagram](#), [Telegram](#), [VKontakte](#) and [YouTube](#)

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