

27th International Economic Forum of Innovations and Technologies of Fashion Retail

FASHION BUSINESS TODAY: SUSTAINABLE DEVELOPMENT, FEATURES OF RECOVERY AND TRANSFORMATION OF DEMAND



MONDAY 21/2/2022

Organizer: Fashion Consulting Group

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| 11:00-11:20 | Opening of the Forum. Welcome speeches from the officials |
| 11:20-11:45 | Russian fashion market results in 2021. Forecast and prospects for 2022. Anush Gasparyan, Commercial Director of Fashion Consulting Group, Ph.D. of Sociological Sciences. Head of the STRIM Center at the Stroganov Moscow State Art Academy. |
| 12:00-12:45 | Assortment management in online-channels: marketplaces and online stores. Galina Kravchenko, Assortment Department Director, Fashion Consulting Group, Head of Trend Analytics in FCG/FashionSnoops |
| 13:10-13:45 | 5 main trends of modern online sales for fashion business. Natalia Chinyonova, Chief consultant for business technologies in retail at Fashion Consulting Group |
| 14:00-14:45 | Main trends of fashion SMM 2022. Ekaterina Diveeva, Digital Expert, Fashion Consulting Group |
| 15:00-15:30 | Main trends in eCommerce 2022. Tamara Miminoshvili, Expert in fashion e-commerce, Fashion Consulting Group |
| 15:45-16:30 | Expert in customer service, Fashion Consulting Group. Elena Stolyarskaya, Expert in customer service, Fashion Consulting Group |

TUESDAY 22/2/2022

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| 11:00-13:00 | Organizer: Profashion.ru
Panel discussion: "Foreign trade contracts of Russian fashion companies" Moderator: Marina Vakulenko, FEA expert, business consultant, CEO consulting company "Exportdinst" Experts: Ksenia Lupekhina, representative of "Inviroom", expert of European marketplaces (Zalando, Farfetch, Otto, Amazon.de, aboutyou.de); Viktoriya Makeeva, Head of Marketing Service of Brand "Olivi Bag Factory"; Dmitry Maksimov, CEO of brand "Madam+T"; Elvira Gainullina, director of brand "Peppy Woolton" |
| 13:10-13:30 | Organizer: Retail.ru
Clothing and footwear market trends. Marina Luchina, Customer Experience Service Line Leader and Syndicated research Leader at Ipsos in Russia |
| 13:30-15:00 | Plenary session with representatives of the exhibition. Natalia Marova, Project Manager Retail.ru; Milana Kretova, Co-founder of Nonagrande LLC; Polina Meshcheryakova, Founder and CEO of the First in Space brand; Iliya Zhorov, Leader production company IMAGI group; Ekaterina Firsova, brand manager 5donna |
| 15:30-16:30 | Fashion store design as an inspirational field for wow social media content creation. Iya Imshinetskaya, Creator of a unique system promotion technology Playing business coach |

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| 16:30-17:00 | Fashion store design as an inspirational field for wow social media content creation. Elena Lebedeva, Approved 15 year experience in store concept development, including design, standards and merchandising |
| 17:00-17:20 | Stylistic techniques in modern fashion. Olga Maliuga, Stylist, owner of the women's clothing brand IVOLGA |
| 17:20-17:40 | Emotions and sales in offline retail with the help of aromamarketing. Sergei Shabala, CEO and founder of company Third sense |
| 17:40-18:00 | Speaker from MegapolisMedia |

WEDNESDAY 23/2/2022

Organizer: Fashion Prokachka, Sees Group

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| 11:00-12:30 | Discussion Sustainable development in fashion: strategies, vectors, first steps. Moderators: Olga Steinberg, managing partner Sees Group comms agency; Stanizlava Nazhmitdinova, founder SHTAB, fashion brand scaling agency Speakers: Viktoriya Grekhovodova, coordinator Vtoroe dykhanie Foundation; Anastasia Piorunskaya, brand director Urban Tiger; Bulyash Todayeva, founder ZeroWasteLab; Svetlana Romanova, vice president International association of eco fashion; Anastasia Nemayeva, CEO Concept Club; Olga Johnston-Antonova, Sustainable fashion & design educator, journalist, advisor of Redress Design Award, Director of Global Sustainable Fashion Week |
| 12:30-13:30 | Russian and international sustainable fashion practices overview. Olga Steinberg, managing partner Sees Group comms agency, Stanizlava Nzhmitdinova, founder SHTAB, fashion brand scaling agency |
| 13:30-14:30 | Eco-friendly fabrics in reality and where to find them. Speaker: Anna Bikchurova, fabrics expert, Fashion Factory, BHSD, Netology lecturer |
| 14:30-15:30 | Inclusion in fashion and adaptive design as part of sustainable development. Speakers: Anna Chernykh, co-curator of the course "Clothing design" BHSD; Januna Urusova, co-founder of Bezgraniz Couture, consultant on disabled inclusion in business |
| 15:30-16:30 | Discussion Ecology. Responsibility. What is myth and what is true? Speakers: Paul Commandeur, founder Fair Labels; Evgeniya Kuznetsova, head of certification Ecology union, lead expert of eco certification Life leaf; Olga Boyarinova, designer Boyari, Anastasia Podolskaya, head SANE Fashion |

Subject to change
February 2022

ONLINE TRANSLATION



Access to the 27th 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.

RRFF 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: OOO "Messe Duesseldorf Moscow", Company IGEDO, Expocentre, CPM - Collection Premiere Moscow, Fashion Consulting Group, Profashion, retail.ru, Fashion prokachka