18-21/2/2025 International Fashion Trade Show Moscow

Leading Fashion Industry Trade Show in Russia

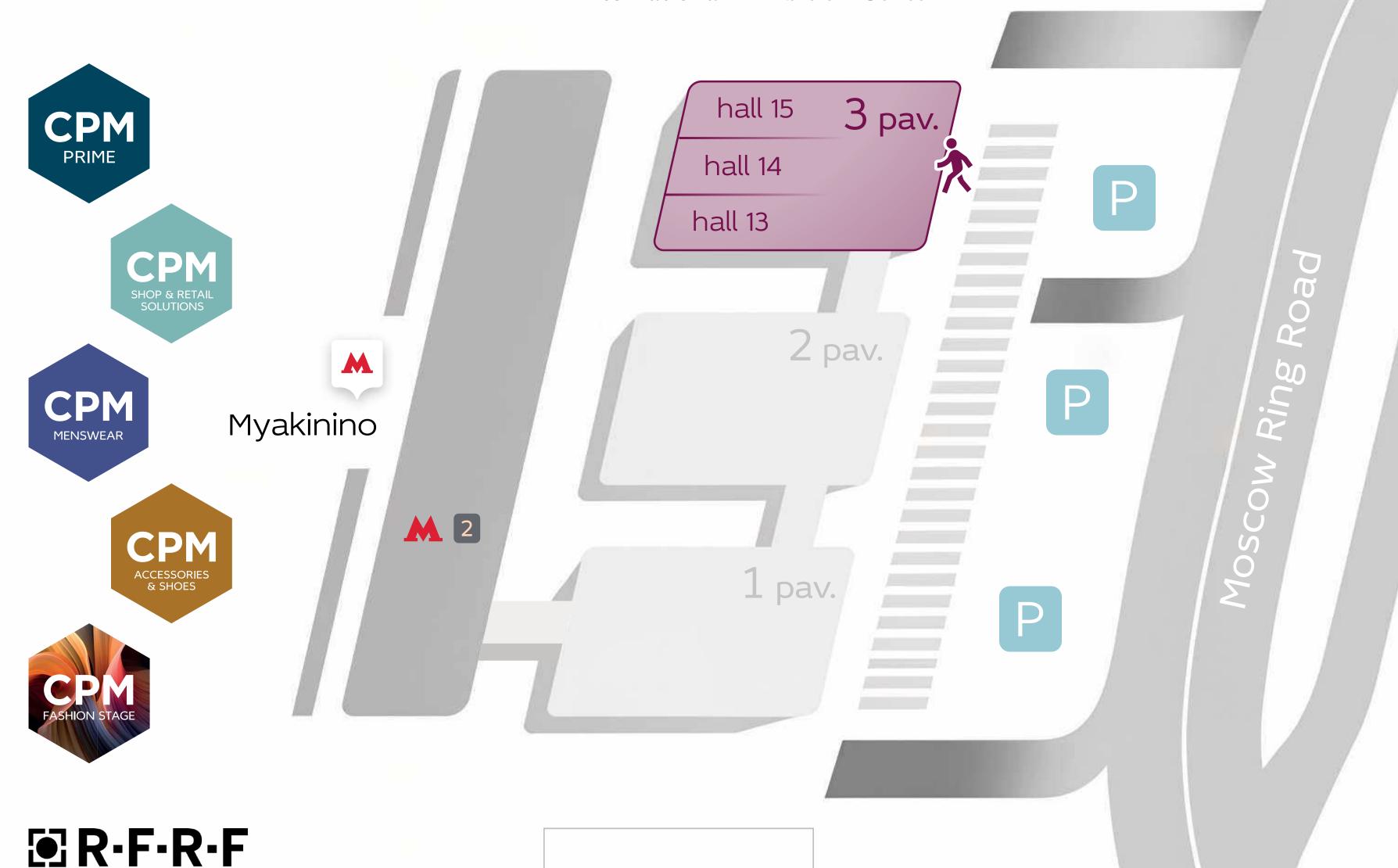
Venue:

International Exhibition Center

Organizer:











VEGAS

RUSSIAN FASHION RETAIL FORUM

40 000 m²
AREA

33 COUNTRIES 19 OOO RETAILERS

950 BRANDS 100 SPONSORS, MEDIA PARTNERS



19 000 retailers in August 2024

Regions		Retail		Price range	
Moscow	40%	Boutiques	37%	Middle	73%
Moscow Area	7%	Retail chain	24%	Basic	32%
Saint Petersburg	3%	E-shops	18%	Higher	31%
Krasnodar	2%	Shopping centers	9%	Exclusive	10%



BRANDBOX

Full list of participants



950 Brands

33 Countries

Regional business support centers

Premium

Menswear

Young designers

Retail equipment

Lingerie, sweamwear, fitness

Accessories & shoes

Kids and teen wear





Expert lecture hall DREAMS DIALOGUE





Exclusive projects by international brands



Business breakfasts

- a new format of business
networking







The exhibition consistently supports young talents and bright, promising design brands





CPM CATWALKS FASHION STAGE

KRIVDA

LIKE YANA \$

CATERINA LEMAN BOTROIS

VICTORIA ANDREYANOVA

MASTERPEASE

VASSA&CO

4FORMS

ANTE KOVAC VALENTIN YUDASHKIN

VIVO STYLE

GLOBAL NOMADS

IANIS CHAMALIDI

DREAMS BY ALENA AKHMADULLINA JSINESS

HANRO

SIMONE PÉRÈLE

ELEGANZZA







MENSWEAR

- Special section CPM menswear
- Separate trend area
- Gala shows of menswear
- Participation of section' brands in the CPM campaign

















RETAIL TERRITORY

- Dozens of ready-made solutions and services for retail

Award in the field of store design concepts

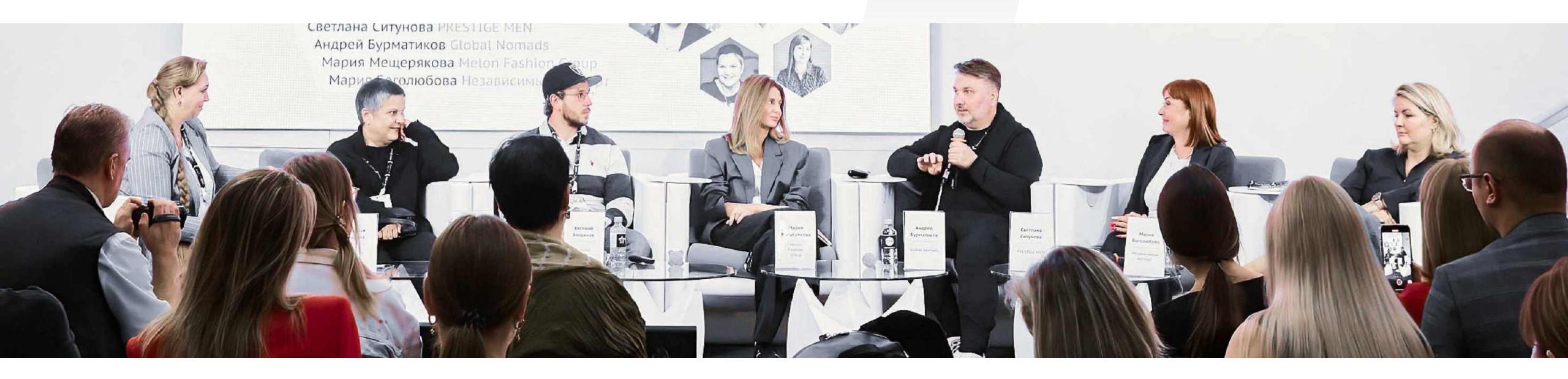
Model of a concept store

Workshops about equipping retail spaces









Business Forum RFRF speakers community — 350+ experts

- Brands
- Factories

- B2B services
- Analysis

- Associations
- Startups

- Retail
- Marketplaces

TREND AREA

Demonstration of the main commercial trends of the season using the example of exhibition participants collections



CPM SEGMENTS



Special project to support startups and small local brands



Selection of retail equipment manufacturers and service providers for retail



Unique selection of premium brands



International exposition of kids and teen fashion



Accessories and shoes convey the mood and help to place accents in the image



Costume jewelry, scarves, bags, hats and designer handmade jewelry



CRM CAPABILITIES



The segment presents schools of creative industries and additional education projects



Tool for introducing foreign brands and sales agents



Meeting place for employers and job seekers from the Fashion industry



Participants and buyers are offered comfortable working and networking conditions





CAMPAIGN 2025









Venue:



Organizer:

