

Final report

the 44th International Fashion and Footwear, and Leatherwear Fairs STYL and KABO - August 24th to 26th 2014



The 44th trade fairs STYL and KABO introduced trends for next spring and summer, and, as the only international B2B fashion industry presentation on the Czech and Slovak market, they attracted 5 536 expert visitors, businessmen, and buyers. In comparison with last August's trade fairs, the exhibitors' offer slightly expanded, and the number of Czech manufacturers at the trade fairs almost doubled – partly thanks to the successfully emerging novelties: the Fresh Fashion zone of alternative independent fashion and jewellery, and the special section for textiles, haberdashery, and other subcontracts required for the final production of clothing.

Expositions of 297 exhibiting companies from 17 countries were gathered in the pavilions P and F. Overall, five hundred and ninety-four fashion brands presented themselves, and the share of foreign visitors was 31% – most of them came from Poland, Germany, and Slovakia. Importers predominated among Czech exhibitors, but the number of Czech manufacturers increased to eighty-five. Thirty-one companies altogether presented themselves at the Brno fashion trade fairs for the first time; the collective exhibition of companies from the Taiwan Textile Federation was one of them. Expert visitors from 23 countries were registered at the trade fairs. 67 media representatives from the Czech Republic, Hungary, and Slovakia were accredited in the Press Centre.

The interest in the STYL and KABO trade fairs has stabilised in the past two years, similarly to the situation in the Czech textile, clothing, leatherwear, and footwear industry. As can be seen in the current data of the partner of the trade fairs ATOK (Association of Textile-Clothing-Leather Industry), the profit of the textile and clothing industry grew by 10.7% in the first six months of the year 2014, and, as usual, textile manufacturing did better (12% growth). Retail prospered as well; these results were influenced by the optimistic consumer mood.

Novelties and trends for the spring and summer of 2015 were seen by the exhibitors not only at the stands, but also at fashion shows. Four contractual swimwear, lingerie, womenswear and menswear shows took place every day, where collections of two dozen fashion brands were introduced. In addition, two special fashion shows took place: the collection of lingerie Felina paired with Jablonec bijouterie, and an original collection of ladies' formal dresses by young Czech designer Luděk Kellner.

The successful return of the textile materials section to the STYL trade fair in August 2013 started a tradition, which is supposed to continue every August. This year's repeat took place in an expanded form; among others the company Velveta returned to STYL after fourteen years, and the attendance of Czech ribboners was almost a hundred per cent.

The zone of alternative independent fashion and jewellery Fresh Fashion expanded as well. It premiered exactly a year ago and during its third time at the trade fairs fourteen small companies emphasising original, quality designs, and manufacturing mostly in the Czech Republic, presented themselves.

The results of several competitions were officially announced during the fashion trade fairs. For the eighth time, young footwear and leather haberdashery designers had competed for the Jan Pivečka Foundation Awards, which were presented in three age categories. Four companies were given the awards "Žirafa" and "Česká kvalita", which declare quality and healthy children's footwear. And for the very first time a visitor poll for the most beautiful handbag took place at the KABO trade fair. The companies Verde, Ragazza, Arteddy EU, and Hellas Star participated in the contest. The winner, and the prize for a selected visitor, became a handbag by the company ARTEDDY EU.

Supporting programme prepared by expert sponsors ATOK and ČOKA (Czech Footwear and Leather Association) was part of the trade fairs. The seminars dealt with the shortage of technically educated graduates, professional selling of footwear, and healthy shoes for children's feet.

Statistics

609 foreign visitors registered at the cash offices in the Fairs STYL and KABO. They came from 23 countries, predominantly from Slovakia, Poland, Hungary and Austria. Individual visitors came from distant countries such as Brazil, Russia, Finland or Israel. During the three days 67 media representatives from the Czech Republic, Slovakia and Hungary accredited at the Press Centre.

Final Statistics

Basic statistic data		STYL + KABO	STYL	KABO
1	Number of exhibitors and companies represented	297	196	101
2	Number of participating countries	17		
3	Total exhibition space in m ²	7 713	4 932	2 781
4	Number of visitors	5 536		
5	Number of accredited journalists	67		

The 45th International Fashion, Footwear and Leatherwear Fairs STYL and KABO will be held from 21st to the 23rd of February 2015.