

Final report

**the 45th International Fashion and Footwear, and Leatherwear Fairs
STYL and KABO - February 21st to 23rd 2014**



Retail is growing and so are the Brno International Fashion Trade Fairs STYL and KABO. The traditional 45th show of new collections of textile, fashion, footwear and leatherware suppliers was attended by 767 brands, which is the biggest number since August 2010. Novelties for the Autumn and Winter 2015/2016 season were viewed by 5 741 B2B visitors, businessmen, and buyers.

For the very first time in their 22-year-old history, the trade fairs took place during both days of the weekend. The demands of the majority of exhibitors, who couldn't manage to attend to the visitors on Sunday alone, were behind this change, and the intention to divide the visitors' attendance into two days was fulfilled. During the weekend the expositions were viewed by four thousand visitors, mainly owners of small businesses and boutiques, and, as expected, another thousand of professional visitors representing bigger business units came to the trade fairs on Monday. Foreign visitors came from eighteen countries, mainly from Slovakia, Poland, and Austria.

"The STYL and KABO trade fairs reflect the development of the Czech fashion market, which was very positive in the last year, mainly in its end. Therefore both Czech and foreign exhibitors were greatly interested in participating in the trade fairs," said the director of the STYL and KABO trade fairs Gabriela Císařová. The increase in demand was felt especially at the KABO trade fair, where several interested applicants had to be rejected due to lack of space in the footwear section.

276 companies from 16 countries exhibited at the 45th Fashion Trade Fairs this year. The majority of foreign exhibitors came from Germany, Poland, and Slovakia; the attendance of Greek exhibitors was also numerous, the number of exhibitors from Austria had grown as well, and the visitors could not miss the stands of Croatian, Russian, Lithuanian, or Spanish companies. Both representatives of foreign brands and 63 direct manufacturers were among the Czech exhibitors. The section of young and independent fashion Fresh Fashion was again a part of the trade fairs.

The number of new exhibitors was big as well – it was the first time exhibiting at the Brno trade fairs for 43 exhibitors (sports and outdoor clothing SB Group, Polish leisure clothing MZGZ, German womenswear Kenny S, Slovakian leatherwear MAX, Croatian womenswear LADY M, MARIA and M WOMAN, original

Czech womenswear plus size fashion KA & BO, men's shirts JASPIS FASHION, luxurious jeans ZM Jeans etc.).

The exhibitors presented their novelties and trends at the fashion shows taking place several times a day at the pavilion P catwalk. Companies and brands Boja, DDP Paris, Camp David, Elegia + Elegia by Dana M., Geisha, Moděva, Pause Cafe, SOCCX and Tramontana participated in the series of womenswear and menswear fashion shows STYL SHOW. Fashion shows of collections of lingerie, nightwear and hosiery LINGERIE SHOW introduced the offer of the companies Conturelle, Felina, Hotex, Lisca, Pleas, Sassa, Schiesser, Un:usual and Werso.

Two special fashion shows became a rare event at the trade fairs. The German brand of luxurious ladies' lingerie FELINA celebrated 130 years since its foundation at the catwalk. Another celebration took place on Sunday with the special fashion show Czech Designers for ELLE. It was a unique presentation of models which were created by twenty Czech top designers in honour of the twentieth anniversary of the magazine ELLE on the Czech market. The finale of the show belonged to the collection of the latest creations of Klára Nademlýnská.

Information about current trends in world fashion was conveyed by the only seminar of its kind held in the Czech Republic. The seminar was presented by the Dutch expert Ellen Haeser, who works for a number of renowned brands and has more than thirty years of experience with trend making as well as developing of textile materials. The presentation was focused on styles, shapes, colours, and fabrics for womenswear and menswear, footwear, and accessories in the Autumn and Winter season 2015/2016, and it attracted a great deal of attention of both the exhibitors and the visitors of the trade fairs.

On the occasion of the fashion trade fairs the magazine Svět textilu & obuvi (The World of Textile and Footwear) gave a prestigious award to two important personalities of the field. The Personality of the Year 2014 in the Textile and Clothing Industry award went to Jiří Grund, the director of the company GRUND, an internationally successful manufacturer of bath mats. The Personality of the Year 2014 in the Footwear Industry award went to the footwear expert Michal Špaček, who continues the educational activities of Jan Pivečka and works for the United Nations in the field of industrial development.

The panel discussion "Experience with complaints after the first year of the new Civil Code" attracted an extraordinary number of participants. Other supporting seminars focused on new technologies and materials used in footwear production, the usage of the technology RFID in the textile and clothing retail sector, and the international project S2S, which is focused on environmental sustainability in the footwear industry.

Statistics

646 foreign visitors registered at the cash offices in the Fairs STYL and KABO. They came from 18 countries, predominantly from Slovakia, Poland, Hungary, Austria and Germany. Individual visitors came from distant countries such as Brazil, India, Ireland, Russia, Switzerland and the UK. During the three days 65

media representatives from the Czech Republic and Slovakia accredited at the Press Centre.

Final Statistics

	Basic statistic data	STYL + KABO	STYL	KABO
1	Number of exhibitors and companies represented	276	178	98
2	Number of participating countries	16		
3	Total exhibition space in m ²	7 487	4 731	2 756
4	Number of visitors	5 741		
5	Number of accredited journalists	65		

The 46th International Fashion, Footwear and Leatherwear Fairs STYL and KABO will be held from 22nd to the 24th of August 2015.