

# Final report

the 46<sup>th</sup> International Fashion, Footwear, and Leatherwear Fairs  
STYL and KABO - August 22<sup>nd</sup> to 24<sup>th</sup> 2015



**For three days, Brno became a crossroads of the fashion industry and an indicator of new trends. The 46<sup>th</sup> issue of the STYL and KABO trade fairs introduced collections for the Spring and Summer 2016 and as the only international B2B presentation of the field on the Czech and Slovak market it, attracted 5 457 professional visitors, traders, and buyers to the Brno Exhibition Centre. "The trade fairs have stabilized and are slightly on the rise. Dozens of new brands were presented here and, for example, the footwear section at the KABO trade fair was completely sold out," said the director of the trade fairs Gabriela Čísařová.**

Expositions of 283 exhibiting companies from 14 countries occupied the pavilions P and F. 633 fashion brands presented themselves at the trade fairs and the share of foreign participants reached 28 %; the majority of them came from Poland, Germany, and Slovakia. Importers again prevailed among the Czech exhibitors, but there were also 75 Czech manufacturers present, 57 of them at the STYL trade fair and 18 at the KABO trade fair. A total of 29 companies exhibited at the Brno fashion trade fairs for the first time; the newcomers included extensive collective participation of producers from Vietnam and Serbia. 61 representatives of media from the Czech Republic and Slovakia were accredited in the Press Centre.

The interest in the STYL and KABO trade fairs reflects the situation in the domestic textile, clothing, leatherwear, and footwear industry. As is apparent from the current data of the trade fair partner ATOK (The Association of Textile, Clothing, and Leatherwear Industry), in the first half of the year 2015 textile producers retained the increases from recent years and revenues in the clothing industry grew by 9.7 %. At the same time retail, the positive results of which reflected the more optimistic consumer sentiment, flourished.

Novelties and trends for the Spring and Summer 2016 were viewed by the exhibitors not only on stands, but also at fashion shows. Every day four contractual fashion shows of swimwear, lingerie, and women's and men's fashion, in which the collections of two dozen fashion brands presented themselves, took place. In addition, there were two special fashion shows: the Saturday lingerie presentation of the company LISCA, honouring the 60<sup>th</sup> anniversary of the founding of the company, and the Sunday LUXURY SUMMER, a fashion show presenting ladies' evening dresses and men's beachwear by the world's leading brands.

For the first time during the trade fairs, there were two lectures on trends. The Dutch fashion expert Ellen Haeser introduced the dealers to women's and men's fashion trends for the Spring and Summer 2016. It was the only trend seminar in the Czech Republic led by a foreign lecturer – moreover, this time directly connected to the trade fair: the trends in

accessories were documented by handbags by exhibitors from the pavilion F. An absolute novelty was the lecture on trends in lingerie, swimwear, and accessories, which presented not only fashion for the following Spring and Summer, but also material samples for the year 2017.

The Exhibition Centre became the scene of several award ceremonies. Young footwear and leatherwear designers competed for the ninth time for the Jan Pivečka Foundation Award, which was awarded in three age categories. Three companies were given the permission to use the brand "Žirafa" (Giraffe) and "Česká kvalita" (Czech Quality), which declare quality and harmless-to-health children's footwear.

Supporting programme prepared by expert guarantors of the trade fairs ATOK and ČOKA was a part of the trade fairs. The seminar introduced businessmen in the field with the possibility of drawing grants from the OPPIK for the 2014 – 2020 timeframe.

## Statistics

587 foreign visitors registered at the cash offices in the Fairs STYL and KABO. They came from 22 countries, predominantly from Slovakia, Poland, Hungary, Austria, Hungary and Romania. Individual visitors came from distant countries such as Australia, South Korea, Russia, USA, Great Britain or Vietnam. During the three days 61 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	283	176	107
2	Number of participating countries	14		
3	Total exhibition space in m <sup>2</sup>	7 841	4 935	2 906
4	Number of visitors	5 457		
5	Number of accredited journalists	61		

**The 47<sup>th</sup> International Fashion and Footwear Trade Fairs STYL and KABO will take place from the 20<sup>th</sup> to the 22<sup>nd</sup> of February 2016.**