

Final report

**the 48th International Fashion, Footwear, and Leatherwear Fairs
STYL and KABO - August 27th to 29nd 2016**



Fashion Trade Fairs the Biggest in Five Years

The Czech and Slovak markets are growing and so are the trade fairs STYL and KABO as the only international B2B presentation of the fashion industry in this area. The exhibition space has expanded and the number of companies and brands has grown; dozens of newcomers introduced themselves and many previous exhibitors returned to Brno. The 48th fashion trade fairs STYL and KABO presented new collections and trends for the Spring and Summer 2017 and, as was expected, attracted five thousand professional visitors, businesspeople, and buyers.

“As the only contractual event of its kind in the Czech Republic and in Slovakia, the trade fairs STYL and KABO once again proved their worth and confirmed the growing demand of the consumer market of footwear, clothing, leather goods, and accessories. The return of some domestic manufacturers is encouraging,” the CEO of the BVV Trade Fairs Brno company Jiří Kuliš commented on the 48th fashion trade fairs.

Expositions of 314 exhibiting companies from 14 countries filled the pavilions P and F. In total, 666 fashion brands presented themselves and the share of foreign participants reached 32 %; the biggest number of them came from Poland, Germany, and Slovakia. Importers once again dominated among Czech exhibitors, but the number of Czech manufacturers grew to 83. 69 companies presented themselves at the Brno fashion trade fairs for the first time; a large participation of companies from China was a novelty. Furthermore, interesting fashion brands from Hungary, Greece, and Belarus, and high quality footwear brands from Germany, Italy, and Spain, had their premiere at the trade fairs. 60 media representatives from the Czech Republic, Austria, and Slovakia were accredited in the Press Centre.

Novelties and trends for the Spring/Summer 2017 were viewed by the exhibitors not only at stands, but also at fashion shows. Four contractual fashion shows of swimwear, lingerie, and women’s and men’s clothes, in which the collections of two dozen fashion brands were introduced, took place every day. Additionally, a special fashion show LUXURY MATERIALS

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was held, with an original collection of men's fashion by the Czech designer Mirka Horká, and haute couture collections of formal and evening dresses by the world-famous designers Roberto Cavalli, Elie Saab, and Oscar de la Renta.

The Dutch expert on fashion trends Ellen Haeser, who gave a lecture about women's and men's fashion for the spring and summer 2017 attended by businesspeople and others interested, again accepted her invitation to Brno. At her seminar she pointed out interesting trend products of the trade fair KABO, and concluded with the first ever commented fashion show of trend outfits chosen from collections presented at the trade fair STYL. The supporting programme included an inspiring seminar by Martin Kárych from the company ALTRA which revolved around trends in lingerie and swimwear for the seasons 2017/2018 and around the trends from the fashion fair Mode City in Lyon and Hong Kong Fashion Week.

The fashion trade fairs became the scene of several award ceremonies. Young footwear and leatherwear designers competed for the tenth time for the Jan Pivečka Foundation Award, which was awarded in three categories. Two companies were given the permission to use the brands "Žirafa" (Giraffe) and "Česká kvalita" (Czech Quality) which declare quality and harmless-to-health children's footwear. And for the very first time the new brand "Komfortní obuv" (Comfort Footwear) was awarded at the trade fair KABO. The brand is the adult counterpart to the children's brand "Žirafa" and indicates a good quality footwear design which ensures a comfortable wear without health risks. A professional supporting programme prepared by the Czech Footwear and Leatherwear Association was also a part of the trade fair. A seminar titled "Barefooting – Yes or No?" pointed out the risks of the current trend of ultrathin, barefoot footwear for walking and running.

Statistics

477 foreign B2B visitors registered at the cash offices in the Fairs STYL and KABO. They came from 23 countries, predominantly from Slovakia, Poland and Austria. Individual visitors came from distant countries such as Estonia, India, South Korea, Kuwait or Russia. During the three days 60 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	314	205	109
2	Number of participating countries	14		
3	Total exhibition space in m ²	8 017	5 171	2 846
4	Number of B2B visitors	5 305		
5	Number of accredited journalists	60		

The 49th International Fashion and Footwear Trade Fairs STYL and KABO will take place from the 18th to the 20th of February 2017.

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