

Final report

**the 49th International Fashion, Footwear, and Leatherware Fairs
STYL and KABO - February 18th to 20nd 2017**



Sales in the fashion industry are growing and the fashion fairs of STYL and KABO thrive as well. "They are the only contractual trade fairs of their kind in Central Europe. The fact that this year's February edition has again grown by new exhibitors is gratifying," said the CEO of the Brno Trade Fairs company, Jiří Kuliš. After five years, the footwear and leatherware fair KABO "grew" out of hall F and moved to a more spacious hall V. Novelties for the Autumn and Winter 2017/2018 season were, according to a first estimate, viewed by five thousand professional visitors, traders, and buyers, including a delegation of sixty businessmen and buyers in the textile and clothing industry from Iraq and Kurdistan.

In total, 283 exhibitors from a record number of 20 countries presented their collections of textile, clothing, footwear, and leatherware. The number of represented brands increased significantly as well: to 760. The transfer of KABO to a bigger hall V was appreciated mainly by exhibitors of handbags, who gained a full and unrestricted exhibition area.

Brno fashion fairs are traditionally the biggest exhibition of domestic production. There is no other event where Czech exhibitors would present themselves in such large numbers; this year it was 75, out of which 59 were a part of STYL and the remaining 16 of KABO fair. The section of young and independent fashion Fresh Fashion, where six young fashion designers from the Czech Republic were given an opportunity to present themselves, was again a part of the trade fairs. The biggest number of foreign exhibitors came from Poland, Germany, and Slovakia. 49 companies presented themselves at the trade fairs for the very first time; 33 at STYL and 16 at KABO fair. 45 media representatives were accredited in the Press Centre.

Like in previous years, the Brno Exhibition Centre hosted a trend seminar with a foreign expert. Traders, exhibitors, and other interested visitors could attend an engaging lecture on the key trends in women's and men's fashion for the Autumn and Winter 2017/2018 season, hosted on Saturday by the Dutch expert Ellen Haeser. The lecture, again, took place directly on the catwalk in hall P, and a commented fashion show of trendy outfits selected from the collection of exhibitors was a part of the seminar. Supporting programme included two lectures on the topic of health risks connected to wrongly chosen lingerie and a seminar on electronic evidence of sales.

On the occasion of the fashion fairs the magazine Svět textilu & obuvi (The World of Textile and Footwear) awarded two important personalities of the field with a prestigious prize. The

Personality of the Year 2016 in the Textile and Clothing Industry award went to the Managing director of the Brno Textile Testing Institute, who significantly contributed to the development of domestic textile testing recognised both in the Czech Republic and abroad. The Personality of the Year 2016 in Footwear Industry award went to the headmistress of Střední škola odborně technická in Zlín (the Zlín Secondary vocational school), who, after a twelve-year pause, was instrumental in the opening of the shoemaker daily study programme.

Statistics

828 foreign B2B visitors registered at the ticket offices in the Fairs STYL and KABO. They came from 22 countries, predominantly from Slovakia, Poland, Austria, Hungary and Iraq. Individual visitors came from distant countries such as USA, Turkey, India, Russia or Pakistan. During the three days 45 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	172	111
2	Number of participating countries	20		
3	Total exhibition space in m ²	7 794	4 637	3 157
4	Number of B2B visitors	5 887		
5	Number of accredited journalists	45		

The 50th International Fashion, Footwear and Leatherware Fairs STYL and KABO will take place from the 19th to the 21st of August 2017.