

STYL·KABO

50<sup>th</sup> Anniversary  
**19-21/08/2017**

**FINAL  
REPORT**



# STYL KABO

## AUGUST 2017

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### Chic at 50: fashion fairs anniversary

The STYL and KABO fairs have been held in Brno for 25 years and the 50<sup>th</sup> jubilee edition has shown that the Czech and Slovak markets still need these regular fashion presentations. Favourable economic development and the growth of the textile, clothing, shoe and leather industries have been reflected in increased interest in participation.

There is a unique space for B2B presentations of domestic production in Brno. At the 50th edition of STYL and KABO, seventy-five Czech producers, including the designers E.daniely and LADA fashion and several interesting newcomers, were exhibiting. There was again the Fresh Fashion section focused on independent fashion, which provided space to five young Czech designers.

„We are happy to be guests at this trade fair. Our association represents more than 300 companies from the textile and clothing industry. I am glad that some of them came here and will attend B2B negotiations with our Czech partners. “

**Jenz Otto, Managing Director of the VTI, North-Eastern German Textile and Clothing Industry Association**

„We are a Hungarian company and we present the Hungarian brand Livello di vita. This is the second time we've come to the STYL and KABO trade fairs here in Brno; currently our exhibition comprises of our Autumn-Winter collection. The number of visitors at our stand was lower than in February, but this time we gained new contacts and orders, so we are very satisfied. Working with the Brno Trade Fairs company is always harmonious, and every time we come, everything is well prepared. We expect to come back to Brno in February.“

**Szöghiné Csanádi Kata, Head of Sales of the company SZEGED BOLERO, Hungary**



# STATISTICS OF STYL AND KABO AUGUST 2017

**300** exhibitors  
at STYL and KABO

**36 %** of them from abroad

Exhibitors filled **7,698** square  
meters of net exhibition area

**195** exhibiting companies  
covered **4,769** square metres  
at the STYL fair

**105** exhibiting companies  
covered **2,929** square metres  
at the KABO fair

## Participating countries:

Austria, Belarus, China,  
Czech Republic, Germany,  
Greece, Hungary, India, Italy,  
Lithuania, Nepal, Pakistan,  
Poland, Slovakia, Ukraine

**5,714** visitors

**565** foreign visitors  
came from **25** countries  
of the whole world.

„The Brno Trade Fair is a good opportunity for getting to know the Central European market – and it's not that far from Budapest. Last year here at STYL we presented our new collection of jeans. We were successful and very pleased with the result. This year we said to ourselves that we should try to do the same thing with shoes at KABO.”

**Roland Hegedüs,  
Head of Sales  
of the company DEVERGO,  
Budapest, Hungary**

„For us, the trade fair is mostly an opportunity to present ourselves. The customers are used to being able to find us at our usual spot, and for us, this is one of the ways we can present new collections from the brands that we represent on the Czech and Slovak market. We are trying to be here together with our suppliers.”

**Pavel Mlčák, the owner  
of the company PM-STYL**



# STYLE AND KABO FIFTIETH

The Celebration of the 50<sup>th</sup> jubilee edition took place in the form of a garden party with the participation of exhibitors and prominent personalities of the fashion market. The trade fairs were congratulated by representatives of the ATOK and ČOKA. On this occasion, the organizers appreciated the six loyal exhibitors, who almost never missed out on the 50 previous editions. At the STYL trade fair, these included LAMIDO, H & D Prostějov and MODĚVA clothing cooperative from Konice, at the KABO trade fair the most faithful participants are PROTETIKA, RIEKER Bohemia and ANEKTA. Special thanks were also given to Mr. Jaroslav Krykwiński, Polish representative of the BVV Trade Fairs Brno.

„Our company deals with the manufacturing of nightwear and sleepwear. We exhibit our goods at the STYL trade fair twice every year, we have regular customers that keep coming back to our stands – they know that they will find us here. I think that the trade fair has kept its importance.”

**Petr Pohorský, Managing Director  
of the company LAMIDO**



„According to their reactions from this weekend when the turnout at our stand was bigger, our collection was a success. We will reserve our judgement until the trade fair is finished, but since we haven't missed a single one of its fifty editions, we know that results come with time. The first order, however small the volume may be, can in the future evolve into a regular customer. We come here with the goal of finding new customers – from that point of view the trade fair has its merit.”

**Michaela Dufková,  
Sales Representative  
of the company ANEKTA**



# FASHION SHOW

For three days, Hall P was revived by fashion shows such as STYL SHOW, LINGERIE SHOW and BEACH WEAR SHOW, which presented new collections by exhibiting companies to the present merchants.

On Sunday 20 August 2018, a spectacular fashion show took place. In the first section, renowned Czech and Slovak designers, headed by Liběna Rochová, Klára Nademlýnská or Pavel Berky, presented their collections. The second part of the show belonged to the icon of British fashion, Vivienne Westwood and her pret-a-porter collection of women's and men's fashion 2017/2018, which was officially premiered in the Czech Republic.



„We returned to STYL after eight years and present our new collection Spring-Summer 2018. Our goal is to establish ourselves through this fair on the Slovak market and we think we are successful at it. It has proved that Brno is a ticket to Slovak and also Hungarian markets, which is a great surprise for us. I can say that we are more than happy with contracts, we didn't expect such a success.”

**Marcela Linhartová Trávníčková,  
Sales Director, E.daniely**

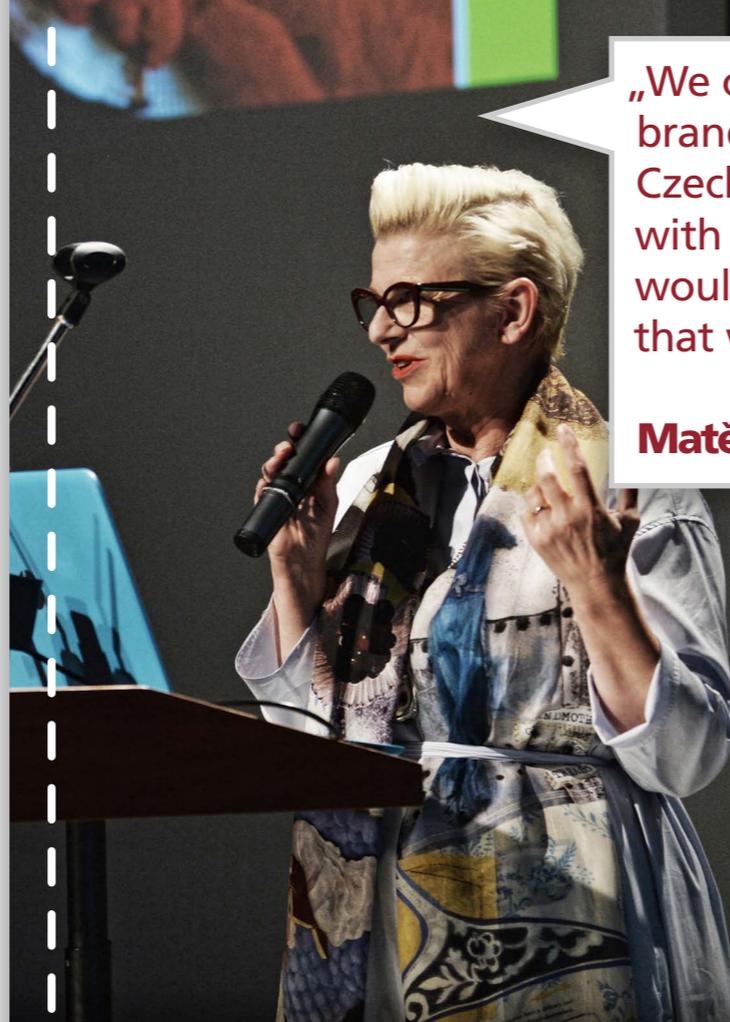


# SUPPORTING PROGRAMME

On Sunday 20 August 2017, a traditional trend lecture by the Dutch expert Ellen Haeser took place on the catwalk. It also included a commented trend show with outfits from the exhibitors' collections. This year's innovation placed lecture spaces directly in the exhibition halls. Consultant Daniel Šmíd spoke about communication through clothing. The theme of swimwear and beach fashion trends was tackled by Martin Kárych, while Ladislava Zaklová spoke about the novelties in garment marking maintenance symbols.

The supporting programme also included the Czech-Saxon Textile Forum on cooperation in the field of production, trade and education that took place in the premises of the LACE IS GRACE exhibition.

At the Kabo trade fair, the winners of the 11<sup>th</sup> year of the young shoes and leatherware designers' competition were awarded the Jan Pivečka Foundation Prize.



„We came to Brno with new hot pieces from the Italian brands RIPANI and JU'STO which we represent on the Czech and Slovak market. Here at the trade fair we meet with traders and professionals from our industry. We would like to make the public aware that we exist and that we are constantly trying to think of new designs.“

**Matěj Závorka, Sales Manager of the company UNIDAX**



# STYL·KABO

51<sup>st</sup> International Fashion and Shoe Fairs

17–19 | 02 | 2018

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*Save the date!*

