Final report

the 47th International Fashion, Footwear, and Leatherwear Fairs STYL and KABO - February 20th to 22nd 2016

In the favourable period of economic growth and increasing retail sales the international fashion trade fairs STYL and KABO, the biggest B2B presentation of the fashion industry for the Czech and Slovak market, flourished as well. The trade fairs' offer stabilised four years ago, and the 47th edition of the event maintained a high standard of quality. Fifty-four companies, thirty-five at the STYL trade fair and nineteen at the KABO trade fair, introduced themselves for the very first time. In total, 284 exhibitors from 12 countries and 632 represented brands presented their collections of textile, clothing, footwear, and leatherwear. The novelties for the Autumn and Winter 2016/2017 season were viewed by five thousand professional visitors, retailers and buyers.

The biggest number of foreign exhibitors came from Poland, Germany, and Slovakia. The novelty of this edition of the event was the large participation of companies from Turkey; the companies ERFO from Germany, Minerva from Greece, the Italian footwear company NeroGiardini, or the Czech company SNAHA (who are returning to production of fashion footwear after twenty years) had their interesting premieres at the trade fairs as well. Among the Czech exhibitors there were representatives of foreign brands as well as 66 direct manufacturers. The section of young and independent fashion Fresh Fashion was again a part of the trade fairs.

A special fashion show Luxury Cut, hosted by Leoš Mareš, became an exceptional event at the trade fairs. Besides collections of the brands Corneliani and John Richmond, the audience could see the unique retrospective show of models by the world famous fashion designer Oleg Cassini – the original glitter dresses made for Marilyn Monroe, Jacqueline Kennedy, and Grace Kelly. The Ambassador of the Czech Republic in Bratislava, Livia Klausová, was among the guests of the event.

Like in previous years, the Brno Exhibition Centre hosted a trend seminar with a foreign expert in the Czech Republic this year as well. Retailers, exhibitors, and other interested visitors could attend an engaging lecture on the key trends for the Autumn and Winter 2016/2017 season, hosted on Saturday and Sunday by the Dutch expert Ellen Haeser. Untraditionally, the lecture took place directly on the catwalk in the pavilion P, and the key word for the lecture was "individuality". Four main themes will be reflected in women's fashion: elements of nature, "primal" – which points to the roots and traditions, art studio, and treasures from the history of fashion.

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On the occasion of the fashion trade fairs the czech B2B 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 2015 in the Textile and Clothing Industry award went to the founder of the company SILK & PROGRESS Petr Moravec and the Personality of the Year 2015 in the Footwear Industry award went to the director of the company D.P.K. Petr Kubát.

Statistics

567 foreign B2B visitors registered at the cash offices in the Fairs STYL and KABO. They came from 21 countries, predominantly from Slovakia, Poland, Austria, Hungary and Turkey. Individual visitors came from distant countries such as China, India, Japan, Russia or Pakistan. During the three days 70 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	284	179	105
2	Number of participating countries	12		
3	Total exhibition space in m^2	7 849	4 990	2 859
4	Number of B2B visitors	5 494		
5	Number of accredited journalists	70		

The 48th International Fashion and Footwear Trade Fairs STYL and KABO will take place from the 27th to the 29th of August 2016.

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