

STYL·KABO

**54th International Fashion Fair,
Footwear and Leatherware Fair**

Brno Exhibition Centre, 24-26 August 2019
www.styl.eu, www.kabo.cz

FINAL
REPORT



STYL KABO

AUGUST 2019

Following new trends with our fashion trade fairs

The 54th STYL and KABO trade fairs remain the only important contract event for the Czech clothing and footwear industry. Almost half the exhibitors were direct manufacturers, while the proportion of foreign participants increased to almost 40 percent. Dealers acquainted themselves with new brands and collections designed both for the coming autumn/winter and for next spring and summer. This time around the accompanying programme focused on increasing the knowledge and skill of sales staff. The presentations mounted by 225 exhibiting companies and more than 500 fashion brands were seen by four and a half thousand trade visitors over the course of three days.

Brno's fashion fairs are the only B2B presentation of the fashion industry for the Czech and Slovak markets.

"I am delighted that in spite of the changing conditions on the market the fashion fairs STYL and KABO are maintaining their standard as an international contract event that attracts new exhibitors and new buyers, including buyers from on-line stores."

Jiří Kuliš, CEO of the company Trade Fairs Brno

"In spite of the difficult situation on the clothing market, the Styl and Kabo trade fairs continue to maintain their high standard, and we will be delighted to come back here again. This is a place where we meet up with colleagues in the field and with friends, and this is extremely important to our work."

Miroslav Bísek, President of the Czech Footwear and Leather Association



STYL KABO AUGUST 2019 STATISTICS

225 exhibitors at STYL
and KABO

85 companies came from
abroad

Exhibitors came
from **21** countries

140 exhibiting companies
occupied **3,668 sqm** at STYL

85 exhibiting companies
occupied **2,552 sqm** at KABO

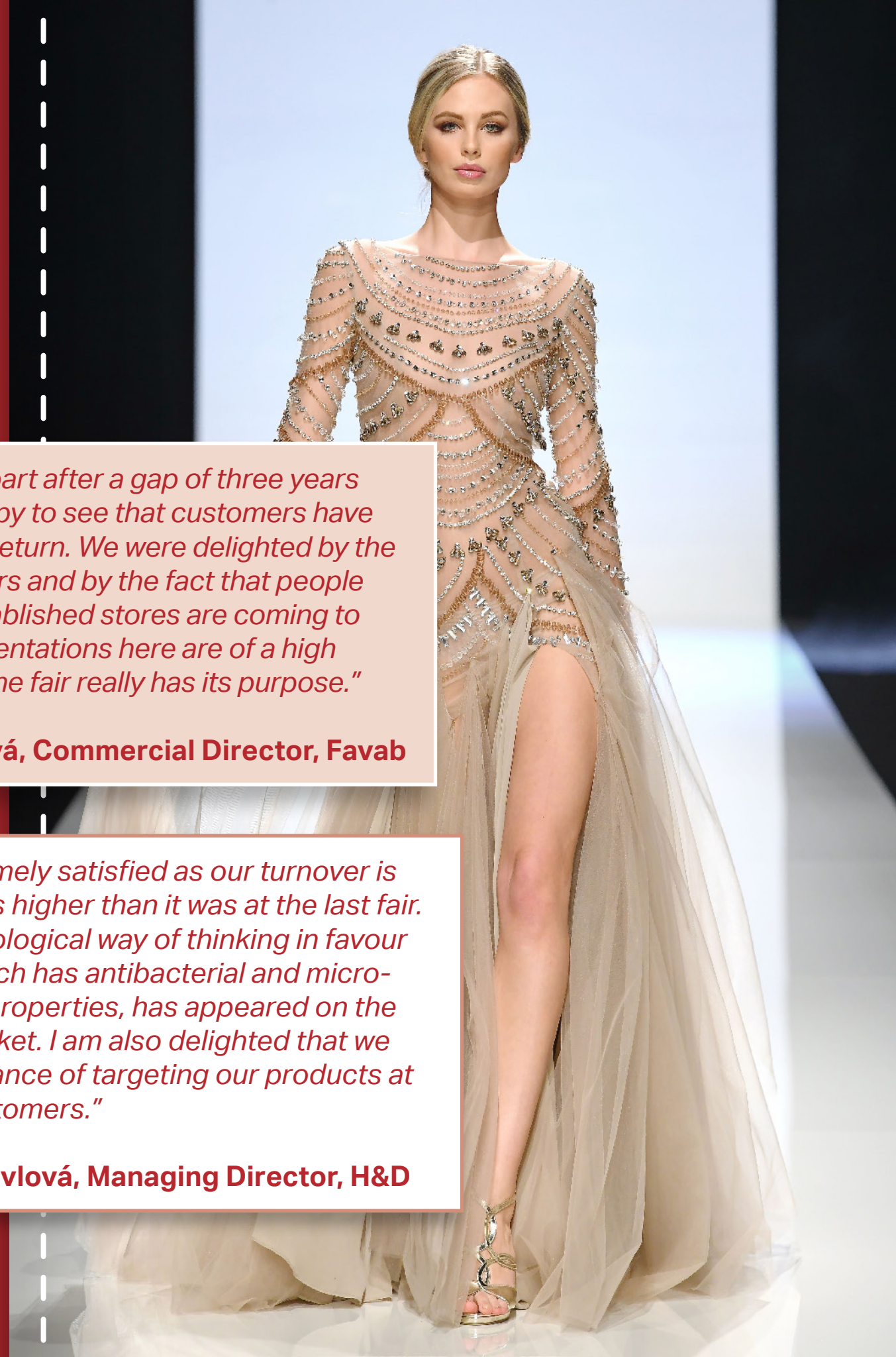
4,556 visitors came
from **13** countries

"We are taking part after a gap of three years and we are happy to see that customers have welcomed our return. We were delighted by the size of the orders and by the fact that people from newly established stores are coming to STYL. The presentations here are of a high standard, and the fair really has its purpose."

Viera Beniaková, Commercial Director, Favab

"I am extremely satisfied as our turnover is three times higher than it was at the last fair. A more ecological way of thinking in favour of flax, which has antibacterial and micro-massage properties, has appeared on the Czech market. I am also delighted that we get the chance of targeting our products at Czech customers."

Monika Havlová, Managing Director, H&D



STYL


The largest and most modern exhibition hall at Brno Exhibition Centre – Hall P – belonged to ladies', men's and children's off-the-peg clothing, lingerie and swimwear, fashion accessories and jewellery. A Design Street was open with stands and examples of original design. Companies came to exhibit at the event from 15 countries, including distant Australia. The countries most strongly represented were again Germany, Poland and Slovakia.

Shows featuring exhibitors' new collections took place four times a day in the Programme Centre. Two different shows alternated here, and a total of twelve companies were involved, including the Slovak boutique brand Jankiv Siblings, supplier of Italian handbags Jadise and Russian headwear manufacturer Level-Pro, which mounted a presentation here along with Czech designer Iveta Řádková.



"We have exhibited our collections of umbrellas at the STYL trade fair for many years. This year, we expanded our presentation to take in luxury women's handbags from the Italian brand JADISE by Massimiliano D'Angelo, which we now represent on the Czech and Slovak markets."

Simona Spoustová, Managing Director, Simmy



"We always present a number of brands in Brno, and this time we brought the Spanish fashion brand TanTrend to the fair with a comprehensive range of women's clothing and accessories. Our clients are enthusiastic about this collection and see it as inspiration for their deals. This new brand enjoyed an extremely successful premiere."

Elena Macková, Manager of the company Con Brio



KABO

Hall F, just a few steps away, was occupied by exhibitors of footwear, leatherware and accessories. Companies from 13 countries were represented. The ceremonial announcement of the results of the 13th year of the competition for young footwear and leatherware designers for the Jan Pivečka Foundation Award took place on Sunday in the central space KABO LOUNGE. Visitors to the fair could admire all the winning works in the adjacent display cases.

"We exhibit at the KABO trade fair twice a year, so we know that the customer expects innovation and variability from us. We take advantage of the fair mainly for the presentation of new items, which this year include, for example, practical bags for women and men in our FACEBAG brand. We are also looking for new customers who appreciate the quality of Czech production and imported Italian brands."

Jakub Závorka, Company Manager, UNIDAX

"We were completely satisfied. There were enormous numbers of visitors on our stand for three whole days, so we can't complain. The strongest day was Saturday. Existing customers and a great many new customers from Slovakia came to see us. We specialise in children's footwear, and the greatest interest we saw was in soft and wide children's barefoot shoes."

Andrea Píšková, Co-owner, JONAP – footwear production



SUPPORTING EVENTS

The accompanying programme was conceived as free expert training for store staff, because the skill and knowledge of sales assistants is a crucial link in the sales process. Three trade lectures were held in Halls P and F on Saturday and Sunday. The first focused on putting together collections in small and medium-sized fashion stores, the second was devoted to the sale of a supplementary range of footwear and leatherware, and the third took the form of training in textile materials. Admission to the fairs and the accompanying programme was free **for members of the STYL and KABO Visitors Club** and those accompanying them.

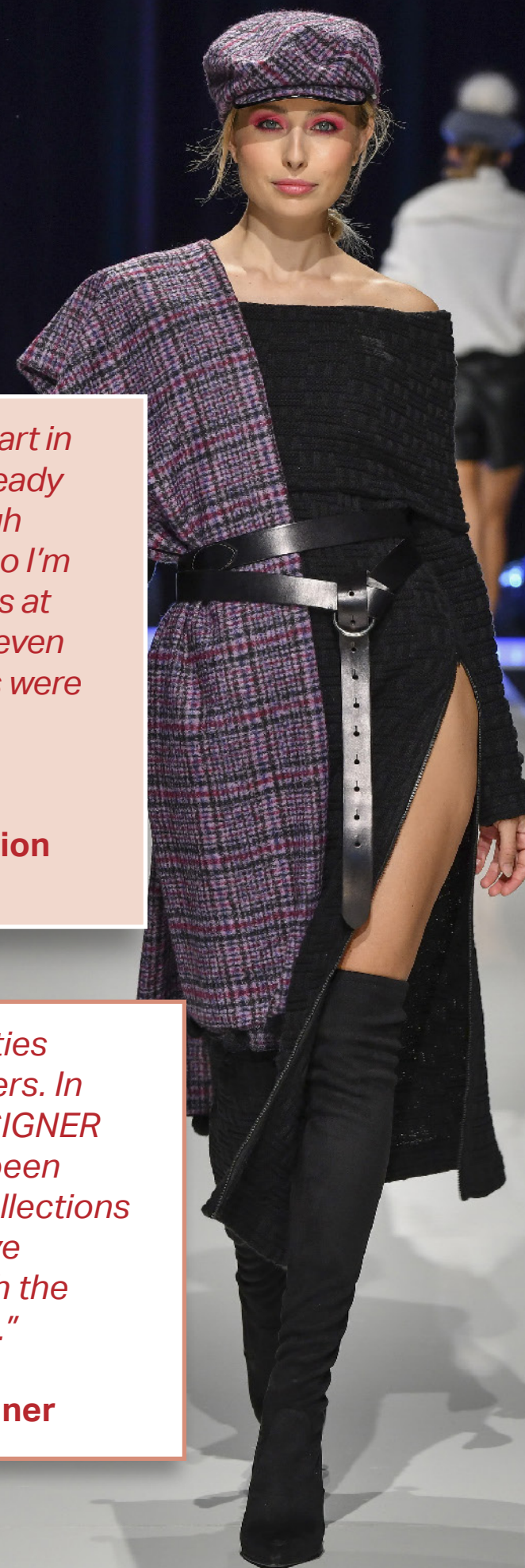
The jubilee 55th STYL and KABO trade fairs are to be a little different.

"This is the first time I have taken part in a trade fair in Eastern Europe. I already have customers in Slovakia, though not in the Czech Republic as yet, so I'm here to find some. I liked the shows at the fair very much, and they were even better than I expected. My models were presented to a high standard."

Saffrine Nydegger, Owner and Designer of the Australian fashion brand SAFFRINE

"Trade fairs provide opportunities for fashion shows and designers. In 2006 I won the TOP STYL DESIGNER competition here, and I have been presenting my new original collections since that time. This year I have prepared a show together with the Russian company LEVEL-PRO."

Iveta Řádková, fashion designer



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22-24/02/2020

