



SUPPORTING PROGRAMME – Hall P / Programme Centre

Trade lectures and workshops

Saturday 22 February, 12:30 – 13:00

“The Circular Fashion System – The Future of the Fashion Industry”

The fashion industry and trade have been facing growing pressure in recent years – we are making more and more clothing, resulting in textile waste that in most cases we don't know how to recycle. The stores are flooded with goods that we don't know how to sell and they then become waste without having served the slightest purpose. Selling clothes at full price is becoming increasingly complicated due to discount sales. Quality is on the decline, customer loyalty is declining, and their ability and willingness to care for their clothing is declining. We have a problem. Kamila Boudová, who teaches sustainable fashion at universities in Paris and the Czech Republic, holds regular SLOU DAYS and presents the principle of the circular economy for the fashion industry and the benefits it provides for all those concerned.

Presented by: Mrs. Kamila Boudová

Saturday 22 February, 13:00 – 14:00

“TRENDS 2020 or Welcome Change”

Current developments in the fashion industry on the global scale, including its negative consequences for the planet, production conditions and customer behaviour. New values, the strength of the customer and the need for change. The main business trends and the most important elements of fashion trends for sellers – silhouettes, motifs, colours and materials for 2020. The lecture is accompanied by a fashion show featuring fashion trend collections from exhibitors.

Presented by: Mrs. Ellen Haeser – Studio Haeser / Netherlands

Sunday 23 February, 12:30 – 13:00

Interactive workshop: “Unique Codes in Footwear and Textiles”

The use of unique codes for manufacturers of footwear and textiles both as protection against forgeries and as a marketing tool. The company veri.to presents producers and customers with the advantages and trends of a solution combining a unique product code and a mobile phone in the customer's hand.

Presented by: Mr. Luboš Pech – commercial director of the company veri.to

Sunday 23 February, 13:00 – 13:45

“Why to Sell a Range of Accessories”

This lecture is aimed at store owners and managers and everyone engaged in the sale of a range of accessories in brick-and-mortar stores (products to treat footwear and handbags, sprays for feet and footwear, insoles, etc.). The lecture will provide you with the information you need to motivate your staff and will let you know the important things your shop assistants need to know to make sales.

You will be provided with comprehensive know-how that will lead you to your goal – great professionalism in serving a satisfied customer. Time will be set aside at the end of the lecture for your questions.

Presented by: Mrs. Jitka Hoskovcová – sales manager at the company Torumia s. r. o.

Sunday 23 February, 15:30 – 16:00

“How the Information on the Label Influences the Purchase Behaviour of Consumers”

The price is no longer the main criterion for consumers. Now they are interested in the material, quality and the upkeep of textile products. The environment is also a resounding topic among consumers and has a significant influence on purchases, product care and the discarding of textile goods. This and other information has been provided by extensive European research into consumer behaviour. Come and find out what Czech consumers excel at and what product information is decisive when they make purchases. The research was conducted by the prestigious agency IPSOS. The results of the research are brought to the Czech Republic by SOTEX GINETEX CZ – the national association for laundry symbols.

Presented by: Mrs. Ladislava Zaklová – executive director of Sotex Ginetex

DAILY FASHION SHOWS

STYL SHOW I – daily at 10:30 and 14:00, on Monday at 10:30 and 12:30

ATELIER DONÁT, K.EVA – EVA KADEŘÁBKOVÁ, MODĚVA, NICOLA, SANU BABU, SASSA, TRAMONTANA, WADIMA

STYL SHOW II – daily at 11:30 and 15:00, on Monday at 11:30 and 13:30

E-DANIELY, JADISE, LEVEL-PRO by IVETA ŘÁDKOVÁ, SECONDERY SCHOOL OF DESIGN AND FASHION

THE ANNOUNCEMENT OF COMPETITION RESULTS

Saturday 22 February, 15:30

“Žirafa – healthy children’s footwear” Award ceremony

Event patron: The Czech Footwear and Leather Association, Zlín

Sunday 23 February, 10:15

“Personality of the Year 2019 in the Textile and Footwear Industry” Award ceremony

Event patron: the trade magazine Svět textilu a obuvi (World of Textile and Footwear), the Association of the Textile, Clothing and Leather Industry (ATOK), the Czech Footwear and Leather Association (ČOKA), BVV Trade Fairs Brno

SUPPORTING EXHIBITIONS

TREND FORUM – exhibitors' trend collections for 2020 (womenswear, leatherwear, accessories)

WORKSHOP BIJOUX – creative production with the company MORAVIAFLOR s. r. o.

Examples of the work of students of vocational colleges – Uherské Hradiště Secondary College of Applied Arts, the Footwear Design Studio at the Faculty of Multimedia Creations at the Tomas Bata University in Zlín (display cases opposite the stand of the Czech Footwear and Leather Association)

RELAX ZONE – a presentation of works by students of the Secondary School of Design and Fashion in Prostějov

As of 18/2/ 2020. Programme subject to change

