

Press Release

CJF – Child and Junior Fashion 2016. Spring

16th International Exhibition for Child and Junior Fashion. Maternity Wear

From February 23 to 26, 2016 Pavilion No.1 of Expocentre Fairgrounds will host the 16th International Exhibition for Child and Junior Fashion. Maternity Wear ***CJF – Child and Junior Fashion 2016. Spring*** which is a key event in the children's fashion industry in Russia, the CIS and Baltic States.

The trade show is organized by Expocentre and supported by the Russian Ministry of Industry and Trade. The show runs under the auspices of the Russian Chamber of Commerce. The show's international recognition, its relevance and importance are confirmed by the logos of UFI, the Global Exhibition of the Exhibition Industry and RUEF, the Russian Union of Exhibitions and Fairs.

In 2016 CJF – Child and Junior Fashion will be first held as part of the **Russian Textile Week**. The Week is organized by Expocentre ZAO and Souzlegprom Russian Union of Entrepreneurs of Textile and Light Industry and supported by the Russian Ministry of Industry and Trade, the Russian Chamber of Commerce, the Russian Civic Chamber, and the Russian Union of Industrialists and Entrepreneurs.

Besides CJF – Child and Junior Fashion 2016. Spring, the Week includes the Inlegmash international exhibition for textile manufacturing and processing, the Techtexil Russia international trade fair for technical textiles, nonwovens and protective clothing, and Intertkan, a new international exhibition for fabrics and textile materials, as well as the Week's main event – Legpromforum International Forum of Textile Industry. Holding of these trade shows under one roof will inevitably encourage growth of interest in CJF and considerable increase in the number of visitors.

The CJF – Child and Junior Fashion exhibition enjoys well-deserved recognition among the industry professionals and includes the following product sectors: children's clothing, children's footwear, accessories for children, clothes for pregnant women, fashion and design, School Uniform Salon, and CJF-Shoes.

New collections of beautiful and quality clothes and footwear for children for autumn/winter 2016/2017 will be showcased by **225 participating companies** from **19 countries**: *Belarus, Canada, China, Finland, France, Germany, Italy, Kyrgyzstan, Moldova, Norway, Poland, Russia, South Korea, Spain, Sweden, Thailand, Turkey, the Ukraine, and the USA.*

Fashionable clothes and footwear will be showcased by well-known companies, such as Acoola, Bimbavera Showroom, Vitacci, Gallery Kidswear, Didriksons 1913, De Salitt, Colabear, Lansa Group, Luhta, Malenkiy Prints, Mayoral, Modnye Deti, Noble People, Skandia, Sweet Berry, and others.

It is pleasant to note that the number of Russian companies taking part in CJF annually grows. Design and quality of the goods made by Russian companies are as good as of imported ones. Among the Russian companies there are Crockid, Malenkaya Lady, Slavanka Clothing Company, Smena, Sneg, Parizhskaya Communa, Peremena, Choupette, and many others.

The newcomers to the trade show are Aivengo, Baloven, Belev Clothing Factory, Ladetto, Magnoliya TD, Premont, Progress Factory, Sky Lake, Unistyle, Ferz-Group, Chobi, and others.

The most impressive event of the trade show, which will bring together many buyers and professional visitors, is the **CJF Children's Catwalk 2016. Spring** organized by PROfashion Media Agency.

The fashion show participants are such companies as Acoola, Bonjour Manteau (Korea), Lamina OOO (Cuties), OLMi, Parizhskaya Communa, Sweet Berry, and Fantazeri.

The fashion shows start at 12.00 and 14.00.

A rich event program of **the Russian Textile Week and CJF – Child and Junior Fashion 2016. Spring** enables businessmen and industry experts to get the most relevant information on the market conditions, projected trends, the latest technology and business schemes, improve performance of a store, promote and develop business on the Internet.

The largest event of the Week for representatives of the children's fashion industry is the **14th Practical Business Forum**.

At the Forum the Russian Ministry of Industry and Trade and Expocentre ZAO will arrange **the round table on Safety of Clothes and Footwear for Children**.

The discussion topics are

1. Current situation on the market of children's clothes and footwear
2. Measures of state support for the textile industry
3. Development prospects of the market of children's clothes and footwear

The event program of the Russian Textile Week features the **round table on Meeting the Demands for Russian-Made School Uniforms**. The speakers are representatives of the Russian Ministry of Education and Science, the National

Union of School Uniform Producers, and heads of major companies manufacturing school uniforms.

An enlarged meeting of heads of the Russian Ministry of Industry and Trade with representatives of retail chains and textile enterprises on Necessity to Create Self-Regulating Market Council to Pool the Interests of Retailers and Manufacturers. Prospects of Abiding to the Code of Good Practice will take place at the Week. The meeting participants are representatives from Sportmaster, Metro, Auchan, Familia, Detsky Mir, IKEA, Lenta, Snezhnaya Koroleva, Hoff, members of the Retail Companies Association and Souzlegprom, etc.

The 14th Practical Business Forum features:

- **Introduction Course on How to Create a Brand or How to Win a Customer?** organized by High School of Branding, Association of Russian Branding Companies and Expocentre ZAO;
- **Review “Children’s Fashion Industry: Trends and Forecasts for 2016”**, organized by Trendsquire Trend Bureau and Expocentre ZAO;
- **Session on Specifics of Working with Licenses of Foreign Companies**, organized by brand4rent Licensing Agency, Subcommittee on Franchising of the Russian Chamber of Commerce and Industry, School of Professional Franchising and Expocentre ZAO;
- **Seminar on Trends of the Autumn-Winter 2016/2017 Season for Girls and Boys**, organized by Fashion Consulting Group and Expocentre ZAO;
- **Seminar on How to Increase Sales of Children’s Stores: Product Range, Loyalty Programs, Personnel**, organized by Fashion Consulting Group and Expocentre ZAO;
- **Conference on Children’s Stores: Maximum Online Sales**, organized by InSales and Expocentre ZAO;
- **Award ceremony for the finalists of the International Competition of Goods for Children and Teenagers held by ANO Souzexpertiza**, organized by ANO Souzexpertiza of the Russian Chamber of Commerce and Industry and Expocentre ZAO.

The following projects will be carried out at the trade show:

- **Expocentre for Counterfeit-Free Exhibitions**
- **Labour Exchange and HR Consulting**
- **Consulting on Children's Clothing Trends**

The event program features:

- **International Competition of Goods for Children and Teenagers held by ANO Souzexpertiza**, organized by ANO Souzexpertiza of the Russian Chamber of Commerce and Industry and Expocentre ZAO;
- **Competitions for the Best Online Store for a Customer and the Best Website for a Buyer**, organized by InSales and Expocentre ZAO;
- **Young Designer Festival “Tochka RU. Made in Russia”**, organized by Moscow State University of Design and Technology (within fashion shows of the CJF. Children’s Catwalk 2016. Spring)
- **Fashion show CJF. Children’s Catwalk 2016. Spring**, organized by PROfashion Media Agency

For the event program of the Russian Textile Week please go to <http://textileweek-expo.ru/ru/events/>.