



FASHION STARTS WITH CHILDHOOD.
BUSINESS STARTS WITH FASHION

CJF – Child and Junior Fashion 2022. Spring
21–24 February



CJF - Child and Junior Fashion 2022. Autumn
27–30 September



CJF - Child and Junior Fashion 2022. Autumn
runs concurrently with
Mir Detstva 2022

EFFICIENT
EXHIBITING
WITH A PARTICIPATION
PACKAGE!



Book a stand

CJF – Child and Junior Fashion has a special offer for you.
We have special rental rates for exhibitors who intend to participate in both CJF – Child and Junior Fashion 2023. Spring and CJF – Child and Junior Fashion 2023. Autumn.

VENUE
EXPOCENTRE Fairgrounds
14, Krasnopresnenskaya nab.
Moscow, 123100, Russia
Phone: + 7 (499) 795-37-99

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CHILD AND JUNIOR
FASHION

INTERNATIONAL EXHIBITION
FOR CHILD AND JUNIOR FASHION,
MATERNITY WEAR

SPRING
21–24 February
2022



AUTUMN
27–30 September
2022

EXPOCENTRE Fairgrounds, Moscow, Russia

www.cjf-expo.ru/en



Our Instagram

12+



Our Facebook





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CJF – Child and Junior Fashion is a unique networking tool for professionals in the children's fashion industry on an international scale.

The show helps to strengthen existing relationships with partners, as well as concluding new contracts for the supply of products.

Market research shows a high level of interest among buyers in the development of this show for children's, young people's and maternity fashion.

PRODUCT SECTORS

- Children's clothing
- Children's footwear
- Accessories for children

- Premium – premium clothing brands
- Teens – clothes for teenagers

- Retail equipment
- Fabrics and garment accessories
- Clothing for pregnant women

CJF – CHILD AND JUNIOR FASHION: 60+ EVENTS IN THE CONFERENCE PROGRAMME*

- Conferences
- Master classes
- Learning workshops
- Discussions
- Competitions
- Presentations of exhibitors

* CJF – Child and Junior Fashion. Spring and CJF – Child and Junior Fashion. Autumn in total

CJF. CHILDREN'S CATWALK

CJF. Children's Catwalk is a perfect way to increase your brand awareness!

Demonstrate your collection to draw attention of fashion professionals to your brand and get an immediate feedback.

It will help to increase the number of pre-orders and multiply ROI from exhibiting.

7 REASONS TO PARTICIPATE IN CJF – CHILD AND JUNIOR FASHION

- Increase of sales and attraction of buyers
- New prospects for business development and search for suppliers
- Main market participants at Russia's largest business platform of the children's fashion industry
- Maximum reach for the professional audience
- Opportunity to strengthen image and brand recognition
- The conference programme with participation of world class professionals
- Information about current trends for new collections

YOUR MARKETING OPPORTUNITIES



Your logo
on the brand
page



Your news
on the website
and social accounts
of the exhibition



Speaking at the
presentation platform,
taking part in the
conference programme

Direct mail
to our visitor
and exhibitor
database



Sponsorship

CJF – CHILD AND JUNIOR FASHION IS

19
countries*



300+ participants*

450+ well-known brands*



* Source: audit at CJF – Child and Junior Fashion 2021. Autumn

HIGH ROI

12,724**
PROFESSIONAL
VISITORS

87%

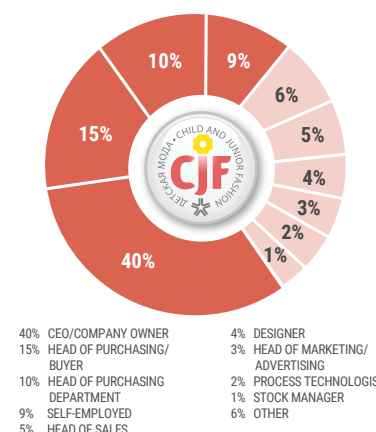
of the exhibitors are satisfied
with the number
of business leads

89%

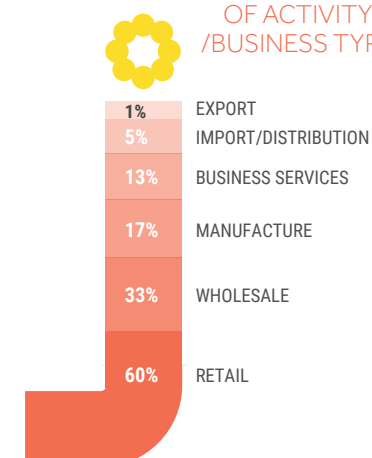
of the exhibitors
are satisfied with
the quality of visitors

** CJF – Child and Junior Fashion. Spring
and CJF – Child and Junior Fashion. Autumn in total

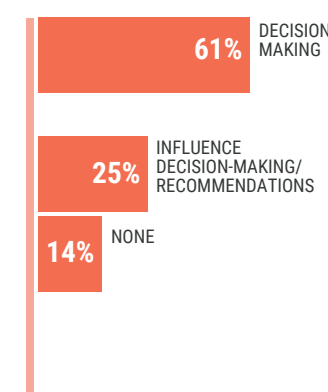
VISITOR
JOB
TITLE



VISITOR FIELD
OF ACTIVITY
/BUSINESS TYPE



VISITORS
BY PURCHASING
POWER



Source: Romir, 2021. Multiple replies possible