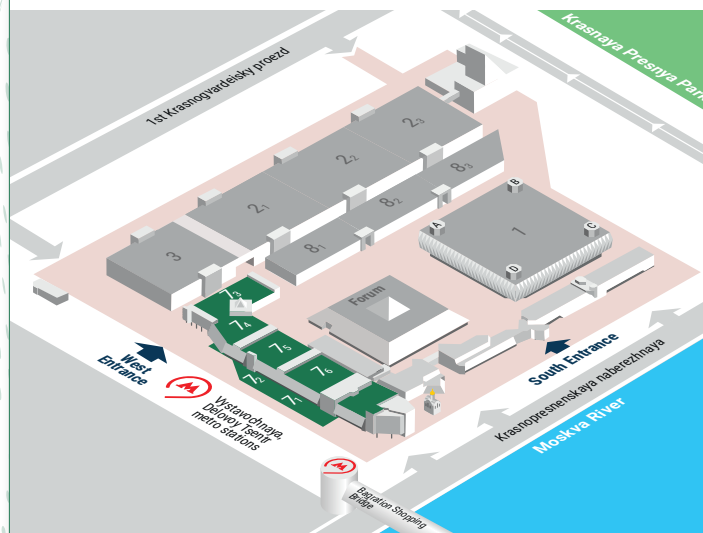




FASHION STARTS WITH CHILDHOOD.
BUSINESS STARTS WITH FASHION

CJF – Child and Junior Fashion 2023. Spring
20–23 February



CJF – Child and Junior Fashion 2023. Autumn
26–29 September



CJF – Child and Junior Fashion 2023. Autumn
runs concurrently with
[Mir Detstva 2023](#)

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 2024. Spring
and CJF – Child and Junior Fashion 2024. Autumn

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

CJF MANAGEMENT
Maria Sedova
Project Head
Phone: + 7 (499) 795-29-01
Email: sedova@expocentr.ru

Kristina Vedeneeva
Project Manager
Phone: + 7 (499) 795-39-10
Email: vedeneevaks@expocentr.ru



**CHILD AND JUNIOR
FASHION**

INTERNATIONAL EXHIBITION
FOR CHILD AND JUNIOR FASHION

SPRING
20–23 February
2023



AUTUMN
26–29 September
2023

EXPOCENTRE Fairgrounds, Moscow, Russia

www.cjf-expo.ru/en



12+



FASHION STARTS WITH CHILDHOOD.
BUSINESS STARTS WITH FASHION

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. 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.

CJF – Child and Junior Fashion 2022. Spring and CJF – Child and Junior Fashion 2022. Autumn in total

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 news on the website and social accounts of the exhibition

Your logo on the brand page



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

12,000+ professional visitors from **26** countries and **83** Russian regions

YOU CAN MEET AT EVERY SHOW

250+ exhibitors **450+** well-known brands



Source: statistics of CJF – Child and Junior Fashion 2022. Autumn

HIGH ROI

78%

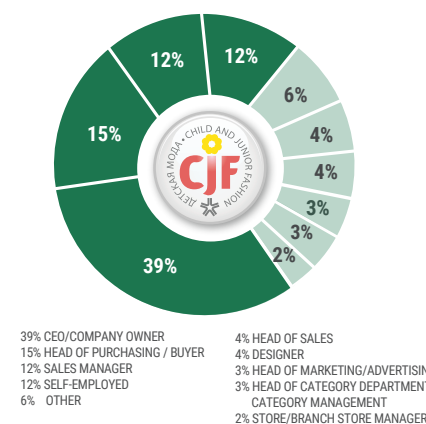
Visitors plan to make purchases as a result of their visit

86%

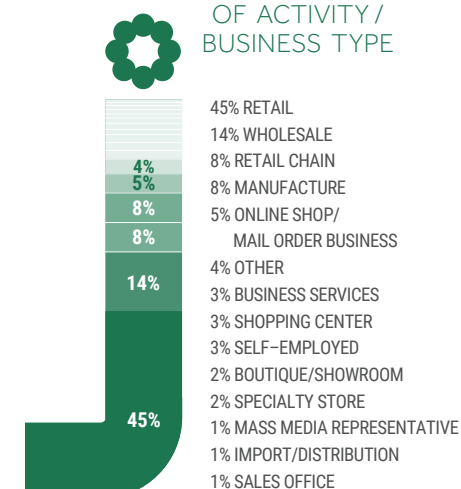
Visitors would recommend the show to their partners and peers

CJF – Child and Junior Fashion 2022. Spring and CJF – Child and Junior Fashion 2022. Autumn in total

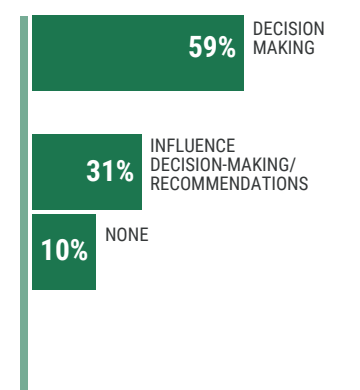
VISITOR JOB TITLE



VISITOR FIELD OF ACTIVITY / BUSINESS TYPE



VISITORS BY PURCHASING POWER



Source: Romir, 2022. Multiple replies possible