

Post Show Report

16th International Exhibition CJF – Child and Junior Fashion 2016. Spring

From February 23 through 26 Expocentre Fairgrounds hosted the 16th International Exhibition for Child and Junior Fashion. Maternity Wear **CJF – Child and Junior Fashion 2016. Spring**. The project was carried out by Expocentre ZAO with the support of the Russian Ministry of Industry and Trade and under the auspices of the Russian Chamber of Commerce and Industry.

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

The Russian Textile Week is a unique b2b event for the industry experts. Its exposition covered all stages of the manufacturing process from textile manufacturing and processing equipment, non-woven and special purpose materials to end products. The show participants demonstrate productive capacities of their equipment and set the main trends in Russia's textile industry.

Participation in CJF 2016. Spring enabled the industry experts to learn about the best brands, the latest trends and technology as well as to make deals and strengthen business relations.

230 companies from **19 countries** showcased their new collections of kids' clothes and footwear for autumn/winter 2016/17 as well as accessories for children and maternity wear.

The interesting expositions, rich in novelties, were arranged by Russian companies, among them Crockid, Malenkaya Lady, Slavyanka Clothing Company, Smena, Sneg, Parizhskaya Communa, Peremena, Choupette, and many others.

The participants in the CJF spring edition were well-known foreign companies e.g., Acoola, Bimbavera Showroom, Vitacci, Gallery Kidswear, Didriksons 1913, De Salitto, Colabear, Lansa Group, Luhta, Malenkiy Prints, Mayoral, Modnye Deti, Noble People, Skandia, Sweet Berry, and others.

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

The most remarkable and emotional event was the **CJF Children's Catwalk 2016. Spring** organized by PROfashion Media Agency. This year new collections were

displayed by Acoola, Bonjour Manteau (Korea), Lamina OOO (Cuties), OLMI, Parizhskaya Communa, Sweet Berry, and Fantazeri.

The **Expocentre for Counterfeit-Free Exhibitions project**, aimed to reduce the number of counterfeit products showcased at exhibitions, was carried out again at CJF – Child and Junior Fashion 2016. Spring. The projects **Labour Exchange and HR Consulting** and **Consulting on Children's Clothing Trends** were in great demand among the show visitors.

A key event of the Russian Textile Week for representatives of the fashion industry was the **14th Practical Business Forum**.

The Russian Ministry of Industry and Trade and Expocentre ZAO held a **round table** devoted to the current situation on the market of children's clothes and footwear, measures of state support for the textile industry, and development prospects for the children's goods market.

The Business Forum featured **workshops, seminars, sessions, conferences, and competitions**.

Within the CJF Children's Catwalk 2016. Spring project Moscow State University of Design and Technology organized the **24th Shoes-Style International Competition for Shoes and Accessories Designers, the Young Designer Festival "Tochka RU. Made in Russia"** and the **Formula of Style Russian Competition of Young Art Designers**.

ANO Souzexpertiza of the Russian Chamber of Commerce and Industry and Expocentre ZAO held an award ceremony for the finalists of **the International Competition of Goods for Children and Teenagers**.

The show visitors were satisfied with the show management. In their opinion, CJF – Child and Junior Fashion is a perfect place to launch a new product, search for new partners, expand business, and be updated. Almost all visitors pointed out to an amazing variety of Russian brands both well-known and brand news.

For four days of the show the total number of visitors amounted to **6,759** people.

We will be glad to see you at the 17th edition of CJF – Child and Junior Fashion 2017. Autumn that will run on September 26-29 at Expocentre Fairgrounds.