



# Business program

Grand Hall	Chamber Hall	Open Hall
28/11, GRAND HALL	28/11, CHAMBER HALL	28/11, OPEN HALL
<p>10:00 – 11:00</p> <p><b>Democratization of fashion. How local becomes global</b></p> <p>How is the democratisation of fashion taking place and what role can the BRICS+ countries play?</p>	<p>10:00 – 11:00</p> <p><b>Learning in style. Contemporary methods of education</b></p> <p>Public-talk</p>	<p>11:15 – 12:15</p> <p><b>Entering international marketplaces. Waste of time or an important step in scaling up?</b></p> <p>In collaboration with the Moscow Export Center</p>
<p>11:15 – 12:15</p> <p><b>Closed-loop fashion. An inspiring utopia?</b></p> <p>trends #ESG</p>	<p>11:15 – 12:15</p> <p><b>Fashion brands as an integral part of urban identity</b></p> <p>trends</p>	<p>14:15 – 15:15</p> <p><b>Technological solutions stadium. Sports fashion of the future</b></p> <p>How technology influences fashion, what's new in the market?</p>
<p>12:30 – 14:00</p> <p><b>Made in BRICS+. National brands - the basis of the single market</b></p> <p>Plenary session</p>	<p>14:15 – 15:15</p> <p><b>(Not) a useless agent. Public talk with the buyer</b></p>	<p>15:30 – 16:30</p> <p><b>Eco lessons are soon learned. How do media and influencers motivate the society towards conscious consumption?</b></p> <p>ESG</p>
<p>14:15 – 15:15</p> <p><b>Strategic entry. Expanding a fashion brand into new markets</b></p> <p>При поддержке МЭЦ</p>	<p>15:30 – 16:30</p> <p><b>The power of a trend. How fashion reflects and causes socio-cultural change in different countries</b></p>	<p>16:45 – 17:45</p> <p><b>Art collaboration for fashion brands. Image strategy, attracting new audiences or searching for new meanings?</b></p> <p>trends</p>

Grand Hall

Chamber Hall

Open Hall

28/11, GRAND HALL

28/11, CHAMBER HALL

28/11, OPEN HALL

15:30 – 16:30

**Codes of culture and the slippery slope of appropriated culture**

During the session, Russian and foreign experts will discuss how today's fashion industry uses and reflects authentic motifs, and how the multifaceted nature of a country's culture can help promote its style on the world stage.

16:45 – 17:45

**Reverse pitch. Country expert session. India**

16:45 – 17:45

**Celebrity style on and off the screen**

trends

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<p>11:15 – 12:15</p> <p><b>The orbital race. High-profile discoveries, or offline shopping as a statement</b></p>	<p>11:15 – 12:15</p> <p><b>Upgrading to premium. Pricing and choosing your brand segment</b></p>	<p>11:15 – 12:15</p> <p><b>Resale platforms are the new black</b></p> <p>#trends #ESG</p>
<p>12:30 – 14:00</p> <p><b>Growth hormone. How to become a fast-growing brand?</b></p> <p>Plenary session #trends</p>	<p>14:15 – 15:15</p> <p><b>Honest environmental marketing or greenwashing. Where is the line?</b></p> <p>ESG</p>	<p>14:15 – 15:15</p> <p><b>Big small brands. Collaboration between the world of fashion and mass production</b></p>
<p>14:15 – 15:15</p> <p><b>Staff in trend. Skills required for a fashion business operator</b></p>	<p>15:30 – 16:30</p> <p><b>Manufacturing strategy. How to create a marginal business model?</b></p>	<p>15:30 – 16:30</p> <p><b>Shortage of raw materials</b></p> <p>In collaboration with the Materials Center</p>
<p>15:30 – 16:30</p> <p><b>Investing wisely. What can investors give to a fashion brand?</b></p>	<p>16:45 – 17:45</p> <p><b>Reverse pitch. Country expert session. MENA</b></p>	<p>16:45 – 17:05</p> <p><b>TED talk series</b></p> <p>The Spending Power of the Modest Fashion Consumer</p>
<p>16:45 – 17:45</p> <p><b>Wow marketing. Impact content in the fashion industry</b></p>		<p>17:05 – 17:25</p> <p><b>TED talk series</b></p> <p>"Failure" The Secret to Success</p>
		<p>17:25 – 17:45</p> <p><b>TED talk series</b></p> <p>The Fashion Incubator: Cultivating a Global Tapestry of Style</p>

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10:00 – 10:45 <b>Through the metaverse. Blockchain, DAO, Web3 and other technologies democratizing the industry</b>	10:00 – 10:45 <b>On style, on futurism. The fashion of the future</b>
11:00 – 12:00 <b>Jobs for AI. Can neural networks replace stylists, designers, fashion journalists and influencers?</b>  #trends	11:00 – 12:00 <b>Street-style. Reflecting identity or losing authenticity?</b>
12:15 – 13:15 <b>The future is here. How technology transforms fashion industry</b>  Plenary session	13:30 – 14:30 <b>Putting people first. New approach to fashion industry ethics</b>
13:30 – 14:30 <b>Innovative VS natural materials. Are traditional textiles losing their edge?</b>  trends	14:45 – 15:30 <b>Reverse Pitch. Country expert session. Africa</b>
14:45 – 15:45 <b>Fashion Weeks. Promoting brands locally and globally</b>  #trends	16:00 – 16:30 <b>TED talk series</b>  Global's fashion disruption: Why diverse narrative matter
16:00 – 17:00 <b>Inclusive fashion doesn't mean fashion for everyone. How embracing uniqueness expands the industry's space</b>  #trends #ESG	16:30 – 17:00 <b>TED talk series</b>  From Cottage Industry to Global Market leader - the Indian Jewellery Industry fairy tale.

# Business program

Hangar Hall, Khlebozavod

Паркинг Галерея

01/12, HANGAR HALL, KHLEBOZAVOD

01/12, ПАРКИНГ ГАЛЕРЕЯ

11:00 – 21:30

**New fashion industry forum within BRICS+ Fashion Summit**

[Explore the schedule](#)

14:00 – 15:00

**Стильный вайб. Новая мода для новых инфлюенсеров в эпоху технологий**

16:00 – 16:30

**AL•DRI•E (Indonesia)**

# Business program

Hangar Hall, Khlebozavod

02/12, HANGAR HALL, KHLEBOZAVOD

11:00 – 21:00

**New fashion industry forum within BRICS+ Fashion Summit**

[Explore the schedule](#)

# Fashion shows

Паркинг Галерея

28/11, ПАРКИНГ ГАЛЕРЕЯ

18:00 – 18:30

**Sadaels (Argentina)**

# Fashion shows

Паркинг Галерея	Russian State Library (RSL)	State Historical Museum (SHM)
29/11, ПАРКИНГ ГАЛЕРЕЯ	29/11, RUSSIAN STATE LIBRARY (RSL)	29/11, STATE HISTORICAL MUSEUM (SHM)
17:00 – 17:30 <b>Arzu Kaprol (Turkey)</b>	21:00 – 21:30 <b>Alena Akhmadullina (Russia)</b>	19:00 – 19:30 <b>CHNNYU (China)</b>

# Fashion shows

Паркинг Галерея	The Pashkov House
30/11, ПАРКИНГ ГАЛЕРЕЯ	30/11, THE PASHKOV HOUSE
16:00 – 16:30 <b>Kunjina (Ethiopia)</b>	18:00 – 18:30 <b>Ritesh Kumar, Naushad Ali, Gaurav Khanijo, Shruti Sancheti (India)</b>

# Fashion shows

Паркинг Галерея	The Pashkov House
01/12, ПАРКИНГ ГАЛЕРЕЯ	01/12, THE PASHKOV HOUSE
18:00 – 18:30 <b>Hany El Behairy (Egypt)</b>	20:00 – 20:30 <b>David Tlale (South Africa)</b>

# Fashion shows

Паркинг Галерея

02/12, ПАРКИНГ ГАЛЕРЕЯ

18:00 – 18:30

**Batakovic Belgrade (Serbia)**

20:00 – 20:30

**Lucas Leao (Brazil)**

# B2B Showroom

Паркинг Галерея

28/11, ПАРКИНГ ГАЛЕРЕЯ

11:00 – 19:00

**B2B Showroom BRICS+ Fashion Summit**

Professional platform for collection presentation and networking for buyers and designers

16:00 – 16:30

**Belarus Fashion Council presents NIV NIV fashion brand**

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02/12, ПАРКИНГ ГАЛЕРЕЯ

11:00 – 19:00

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# Parallel program

GUM

27/11, GUM

18:30 – 19:00

## **Big show of Russian clothing brands**

Showroom, GUM

19:00 – 20:00

## **POP-UP of Russian brands opening**

1st floor, 3rd line, GUM

# Parallel program

Patriarch Ponds

29/11, PATRIARCH PONDS

18:00 – 23:00

## **Moscow Fashion Night**

Patriarch Ponds

20:00 – 20:30

## **Open grand show of Russian designers**

Malaya Bronnaya Street

# Parallel program

GES-2

02/12, GES-2

GES-2

12:00 – 14:00

## Upcycle Master Class

Margarita Reznikova, Founder of 'RISHI brand. Registration via the link

15:00 – 17:00

## Upcycle Master Class

Viktorija Generalova, Founder of General VI. Registration via the link

# World Fashion Shorts

ARTPLAY Design Center

30/11, ARTPLAY DESIGN CENTER

15:00 – 18:00

## World Fashion Shorts

World Fashion Shorts — special cinema event of BRICS+ Fashion Summit.

18:15 – 19:15

## Fashion as a way of cognition and a tool for revealing individuality and diversity

Public talk