

Business program

28/11, Grand Hall

Democratization of fashion. How local becomes global

29/05, 10:00–11:00

The monopoly on setting the fashion agenda is no longer the prerogative of a few “fashion capitals” and individual major events. Fashion is becoming more democratic and decentralized. Countries that previously had nothing to do with fashion are now consistently strengthening their positions. The centers of influence are changing. Trends are being created locally rather than imported. How are these processes taking place and what role can the BRICS+ countries play?

Closed-loop fashion. An inspiring utopia?

29/05, 11:15–12:15

“Why not make sustainability fashionable and fashion sustainable?” is a question that is becoming more and more relevant as fashion is actively turning towards sustainability, intensively developing retail culture with the use of eco-friendly materials, recycling, and upcycling. But not all fashion brands are ready to optimize zero waste production. The experts in this session will discuss whether the zero waste concept is applicable to the modern fashion industry. How effective is this approach? How can fashion producers be incentivised to contribute to ‘sustainability’ of fashion? Why do only few brands follow the zero waste guidelines? How does the concept of sustainable fashion affect the end consumer? To what extent are they willing to support the sustainability strategy in the fashion industry?

Made in BRICS+. National brands - the basis of the single market

29/05, 12:30–14:00

In the world of global business and fashion, where demand is not limited by geography, important changes are taking place. The rules of the game are changing. There are new opportunities for national designers and manufacturers to reach their customers with strong concepts and products. Consumers recognise new fashion brands and are willing to replace old brands with the new ones of the same quality and style. This trend is gaining momentum in the BRICS+ countries with the support of the partner countries' ideas and potential. Cooperation between the BRICS+ fashion industries in production, technology, business and culture is playing an increasingly important role in this process.

Unification of the BRICS+ countries forms a new trend in the fashion industry market. The main idea is to develop their own fashion industries in the alliance countries, bring them to the global market and create a new fashion system. The main thing is to snatch an opportunity and to timely support the developing trend of national fashion and national brands, to see and develop new areas of cooperation between designers and manufacturers of BRICS+ partner countries. The answer to the question "How it can be done?" will be sought by the participants of the plenary session.

Strategic entry. Expanding a fashion brand into new markets

29/05, 14:15–15:15

The "fashion campaign" abroad continues. Entering the markets of Latin America, the Middle East, Asia, Africa and the EAEU countries is particularly important in the current geopolitical context. However, their development is fraught with risks, especially when this fashionable expansion takes place in the conditions of uncertainty. How to build a competent strategy for development of new territories, with due regard to the specific nature of doing business in another country? How to scale a brand without losing its ideology and creative identity while adapting to the specificities of the new audience? Which government export support measures are most relevant for the local fashion industry today?

Codes of culture and the slippery slope of appropriated culture

29/05, 15:30–16:30

Recently, a young generation of designers has actively entered the fashion market, interested in combining culture, historical heritage and modern fashion in their collections. Through the prism of the fashion industry, they keep trying to introduce the national code into everyday life, playing with it, managing to achieve an amazing combination of history and modern fashion. Traditions and cultural motifs become part of a brand's DNA, its unique offering, and even allow it to create a new niche. As a result, working with national cultural and visual codes opens a way for unique positioning of domestic fashion in the global market and international recognition. 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.

Celebrity style on and off the screen

29/05, 16:45–17:45

When watching films, we usually take what is happening on the screen as a whole, without going into details. However, the costumes from some films sometimes remain in our memory for many years, even after the plot is forgotten. Often, such fashionable film masterpieces become famous thanks to well-known fashion designers' contribution into their production. Stylists who work in the film industry, including Bollywood stars, will talk about how to dress celebrities both on and off the screen. - What comes first, fashion or cinema, and how do they influence each other? - Do films and TV series set new trends or repeat the actual ones? - What is cinema for the fashion industry: a marketing tool, a means of communication or inspiration? - What are the most successful collaborations between fashion and films?

Business program

28/11, Chamber Hall

Learning in style. Contemporary methods of education

29/05, 10:00–11:00

From the outside, the fashion industry looks like a narrow exclusive industry that is almost impossible to get into, and even if you manage it, it is all about connections and large investments. However, getting a fashion education and entering the industry is easier than it seems. Universities have special departments that train future fashion specialists, and there are many courses and lectures about fashion on the Internet. What is the best career path in the fashion industry and what is the best way to do your studies? Which educational institutions in the BRICS+ countries offer top quality education?

Fashion brands as an integral part of urban identity

29/05, 11:15–12:15

Every major city today is a platform for fashion brands to sell their products, making citizens all over the world look the same. As in urbanism, in fashion design and visuals play an important role. Style is created in cities, resulting in a conceptual relationship and influence of the local identity on fashion trends. Fashion, especially haute couture, is created for urban citizens. Trendy clothes are more often worn in cities, which are a concentration of places and events where we build our image, where we take our outfits out. Together with the speakers, we will learn about the factors that influence fashion in different parts of the world and discover how local aesthetics emerges. - How does urban infrastructure change our dressing habits, and are there specific fashion trends in certain urban districts? - What urban experiences can we learn from? Why have the Patriarchal Ponds in Moscow become a center of fashion, while Yekaterinburg has become the cradle of new Russian designers and brands? - Where does tomorrow's fashion come from? Which of the cities are the trendsetters?

(Not) a useless agent. Public talk with the buyer

29/05, 14:15–15:15

It is not enough to create a beautiful and top quality collection, it is equally important to promote the brand. All buyers communicate with each other, share experiences, talk about new brands and designers. Once a designer has worked with a buyer and has sold something in their boutique, there is a good chance that the brand will be recognised by their peers. Magazine shoots, press publications, catwalk shows, influencer advertising and good branding are also important components of a brand's success. When a collection is released, buyers focus on a few key points: value for money, good materials and keeping up with the latest fashion trends. What kind of product are buyers looking for? How to position yourself, what niches to occupy? Where to show your collections and what are other aspects of working with boutiques? Which markets are most popular with buyers?

The power of a trend. How fashion reflects and causes socio-cultural change in different countries

29/05, 15:30–16:30

Fashion trends are not just about lengths, colours and shapes. They also reflect social and cultural changes in the society. Let's discuss how fashion trends influence socio-cultural change and why. Can fashion anticipate or even trigger social change? How can fashion be used as a tool to deal with cultural stereotypes and prejudices? How can fashion be used as a platform to discuss important socio-cultural issues such as equality, justice and diversity? How exactly do emerging global fashion trends change a country?

Reverse pitch. Country expert session. India

29/05, 16:45–17:45

For many companies and brands, expanding into other markets has been and is being the key objective. Some have always wanted to sell abroad, while others have outgrown the local market over time and are ready to move on. However, which country to choose, where to look for partners and investors? One of the most useful tools is communication with experts and marketers from different regions.

During the session, specialists in different fields will present their expertise in a 15-minute pitch. Participants will be welcome to ask questions.

Business program

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Entering international marketplaces. Waste of time or an important step in scaling up?

29/05, 11:15–12:15

Local fashion brands are constantly looking for new ways to expand into foreign markets. One of the most available tools for moving towards this objective is undoubtedly digital e-commerce projects, which have a “low entry threshold”. Moreover, designers don’t have to open a representative office in the country they are expanding to, they can just start selling. However, poor recognition of Russian brands, the mismatch between characteristics of goods and expectations of buyers, complex logistical supply chains and complicated customs documentation cut the profit margins and drastically nullify the newcomers’ desire to work abroad. Is there a magic formula for a fashion entrepreneur to succeed in overseas marketplaces? How do you learn to run a profitable business? How interesting are local fashion brands from other countries for the mass audience or is it a product for blessed few? What are the terms and conditions of different online trading platforms, and what are those worth?

Technological solutions stadium. Sports fashion of the future

29/05, 14:15–15:15

One of the most popular styles today is sportswear, and the technology used to manufacture such clothing and footwear has a significant impact on this style's development and improvement. New technologies make it possible to create more comfortable, functional and stylish sportswear and footwear, as well as unique and exclusive designs. Technologically innovative sportswear continues to evolve and expand, creating new opportunities for manufacturers and consumers. Some brands are using artificial intelligence and machine learning technologies to create more efficient and comfortable materials. Others are using virtual and augmented reality options to offer their consumers interactive and memorable experiences. One of the Russian brands has added metal nanoparticles to their garments. = How technology influences fashion, what's new in the market? - Benefits of using new technologies - Examples of innovative materials and solutions - Prospects for technology development in sportswear

Eco lessons are soon learned. How do media and influencers motivate the society towards conscious consumption?

29/05, 15:30–16:30

In the modern fashion industry, the main trendsetters are the media and blogger influencers, who are also the conduits between the fashion industry and the society. They broadcast fashion trends and act as a powerful marketing tool capable of influencing consumers and their behavior. It is clear that large corporations have also given way to bloggers in promoting the ESG agenda. But who will they give way to in the “technological tomorrow”, who will set the trends: big brands, technology, celebrities or ordinary people? Can the media and influencers play a significant role in shaping the environmental fashion agenda? Instead of provoking consumerism, can they make conscious consumption a new lifestyle? What knowledge do consumers need to buy and use clothes more responsibly?

Art collaboration for fashion brands. Image strategy, attracting new audiences or searching for new meanings?

29/05, 16:45–17:45

Collaborations have become a common tool for designers. Luxury brands cooperate with the mass market, sports brands – with the fashion industry. Another new trend are fashion houses and mass market producers establishing alliances with contemporary artists and artisans. In an attempt to make an emotional connection with the consumer and emphasize their creative nature, many brands are turning to culture and art. Art collaborations provide an opportunity for brands to stand out from the general fashion crowd, upgrade the status and value of their products, and make them look exclusive and posh. During the panel discussion, experts will discuss whether the “meeting of fashion with art” is economically profitable. What challenges do brands solve with art collaborations?

Business program

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The orbital race. High-profile discoveries, or offline shopping as a statement

29/05, 11:15–12:15

The flagship store is the essence and quintessence of the brand, the embodiment of its philosophy and its main showcase. Its important role is to draw attention to the brand. It usually sets the trend for the whole chain, visitors go there not so much for shopping as for positive emotions and good mood. That's why it's so important to make sure they're well designed. Fashion brands compete to make the interiors of their stores as unique as ever to attract influencers and their customers. During the panel discussion, we'll talk to the brand founders and designers of the most unusual offline stores, whose openings everyone has been waiting for:

- How does the presence and design of a flagship store shape the brand image and influence the audience?
- Where did the design idea come from? What was the inspiration? What was the core of the concept?
- What is new and unique about it? And why is it all being created?
- Is the cost of creating a flagship store comparable to the result in terms of sales and audience engagement? Is it worth the risk?

Growth hormone. How to become a fast-growing brand?

29/05, 12:30–14:00

Following the trend of 'national identity fashion', which emerged after the rampant globalization of the economy, small brands have new opportunities. Previously, these segments were occupied by the big Western brands that have been dictating fashion for decades. Now the situation is changing – countries with large markets are no longer just consumers and are becoming the authors of fashion trends. The places where they produce and buy are becoming the places where new fashion collections are created. How not to miss this once-in-a-century opportunity to become the new “Indian Zara”? What tools can help fashion brands grow faster and move to the next level? - How does a small brand become a household name? - How can a fashion entrepreneur significantly accelerate growth and development, increase competitiveness in the market and attract the attention of investors? - Custdev features in the fashion segment. What language should you speak with your customers? - Identifying optimal strategies and opportunities for collaboration between different industry players

Staff in trend. Skills required for a fashion business operator

29/05, 14:15–15:15

The image of a fashion entrepreneur in today's world is changing as the fashion industry is going more global and diverse. Today's fashion entrepreneur must possess a wide range of skills, including management, marketing, design, production, trade and innovation. They must also be prepared to change and adapt constantly in order to remain competitive in the global fashion market. The discussion will cover various aspects of managing a fashion brand, from collection development to marketing and sales. The aim of the discussion is to help participants identify their strengths and weaknesses as fashion entrepreneurs and develop strategies to improve their competences. - What skills make up the profile of a fashion entrepreneur? - Is there a set of major skills? Which of them and to what extent should a fashion entrepreneur learn? Is it the mastery of terminology, the knowledge of history or the oversight? - What are the skills of the future? Are fashion and its skills moving towards digitalization? - What kind of team a fashion entrepreneur puts together (creative and technical team) - Training opportunities

Investing wisely. What can investors give to a fashion brand?

29/05, 15:30–16:30

The development of a fashion business is by no means limited to financial investment. A successful business requires a project team: creativity, the ability to find a common language with designers and manufacturers, knowing how to analyze the market and understand the needs of the target audience. An investor can bring some of these skills to the team. But who is he or she? What does a “fashionable” investor look like? By getting involved in the big game, he or she can provide both the means to launch the brand and share his or her expertise, which is also a valuable asset. The investor usually has business experience and can use it to improve the brand's strategy and competitiveness. He or she often has contacts in the fashion industry that can help with promotion of the brand and attraction of new customers. - How are new fashion brands funded today? Experience your own seed capital VS investment. Which format is the most promising? - How and where to find financial support? What does an investor get? How does it differ from other forms of investment? How long is the payback period and what are the conditions? How does an investor exit the fashion industry? - What is preferable and at what stage? Pitfalls, advantages and disadvantages of third party investment. Is it possible to launch a brand from scratch without a financial cushion? - Creative (smart) money. A first-person account – an investor helping companies grow. - What is the help of an investor and is it possible to develop a fashion brand on your own?

Wow marketing. Impact content in the fashion industry

29/05, 16:45–17:45

Impact content in fashion is not just a marketing ploy or an attention grabber, it's something that can change the world and inspire people. To create impactful content, your brand needs to focus on the story you want to tell and how you want people to respond to it. Let's look at some examples of how brands use impact in global and Russian advertising campaigns. - What fashion marketing strategies are effective today? - What is impact content and how does it differ from traditional content in the fashion industry? What are the new trends in fashion marketing? - What attracts and irritates the new generation of consumers and evokes the strongest emotional response? - Is the institution of influence changing? - How to measure the success of impact content

Business program

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Upgrading to premium. Pricing and choosing your brand segment

29/05, 11:15–12:15

Fashion brands face a number of pricing challenges in an uncertain economic environment. Firstly, there is the volatility of exchange rates, which can lead to changes in the price of materials, and therefore of the products. Secondly, there is the change in customer demand, which can be linked to economic crises. Thirdly, there is competition on the part of other brands that might offer lower prices for their products. In this context, brands need to set the price range of their products, choose the price segment in which they want to be represented, convince consumers that their products are of value and react flexibly to price changes. - Does the brand define the consumer or does the consumer define the brand? How to have a dialogue with the consumer? - Ethics in pricing. How much can you “sell” your brand for? And what is its value? - Heavy luxury or basic democracy? What kind of times are we living in? - Can a brand upgrade from the mid-segment to the high-end? - Factors of going premium. How to make this decision? Is it worth the risk? What’s the price of a mistake?

Honest environmental marketing or greenwashing. Where is the line?

29/05, 14:15–15:15

Marketing technologies do not always do justice to the issue of sustainability in the promotion of brands. Greenwashing can take many forms, such as promising to switch to renewable energy sources or use environmentally friendly materials in production when they aren't going to do so; using celebrities or famous faces to promote products, creating the illusion that they are environmentally friendly; using green logos or nature-related imagery to give the impression that the company cares about nature. But it is important not to mislead the consumer and to invest in sustainable technologies not in words but in deeds. During the discussion with manufacturers, eco-brand founders, upcycling designers and experts we are going to talk about the following: - What are environmental marketing and greenwashing? How do they impact consumers and the environment? - How can environmental initiatives be transparent? How to make sure that they do work? - What are the benefits of collaboration between fashion brands and non- profits dealing with social or environmental issues?

Manufacturing strategy. How to create a marginal business model?

29/05, 15:30–16:30

Local fashion brands have a better chance of becoming the “Russian” Massimo Dutti or H&M. According to Yandex, the number of requests for Russian brands has doubled in 2022. Lamoda records a fourfold increase in demand for local brands. However, in order to successfully compete in the market, it is necessary to develop an effective production strategy that allows the creation of high- quality and in-demand goods at minimal costs. During this discussion with experts, we will consider the main aspects of production strategy in the fashion industry: - Market analysis and range selection - How to organize production? How and where to produce? - Quality management - Production strategy. Optimizing production and logistics costs - Setting up an effective sales and promotion system

Reverse pitch. Country expert session. MENA

29/05, 16:45–17:45

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Business program

29/11, Open Hall

Resale platforms are the new black

29/05, 11:15–12:15

Many influencers have embraced conscious consumption, choosing vintage as an outfit for public events or performances. Today, vintage is fashionable in its own right, as the style of a particular era always comes back into fashion from time to time. It is popular because it conveys the idea of eco-friendliness, rejection of hyper-consumption, possession of “things with History” and the nostalgia for the past. Many people are already abandoning the mass market in favor of selective and thoughtful resale shopping. This allows people to periodically get rid of some things in their wardrobes and give their things a chance to have lives rather than being stuck to the back of the closet after a few seasons. However, the trend towards vintage and eco-friendly consumption is not the only reason for the growing popularity of resale platforms. Following the withdrawal of a number of international companies from the Russian market, the number of users and brands on resale platforms has increased dramatically. And the growing interest from buyers has made this market a promising business niche for both individual sellers and investors. - How has the market changed since the international brands left? Which brands have emerged and strengthened? - Are resale platforms the new black? How has resale become one of the main fashion shopping trends? - What are the prospects for the Russian resale market? - Conscious consumption. How are shopping habits changing? - Vintage luxury. How do you position a second-hand shop so that people queue up?

Big small brands. Collaboration between the world of fashion and mass production

29/05, 14:15–15:15

Today, Moscow is one of the world's largest fashion cities. This gives it good prospects of developing into a regional centre of attraction. However, despite its prominence, the fashion market is rather segmented, with big manufacturers working exclusively on large volumes and with their own niche, while small fashion brands develop in parallel. Global trends show that industry development in key fashion capitals is facilitated by fashion associations that support and coordinate the interaction of market players – big manufacturers and small brands.

Depending on their objectives, fashion clusters cover the industry as a whole or represent individual districts or facilities in the city, concentrating market players in the single-space format. Associations bring together raw material suppliers and brands, coordinate the work of large factories and pool government support for the industry. The impact of such collaboration extends beyond the city and contributes to the development of the country's fashion industry.

- How do fashion associations stimulate the market and create an ecosystem for brand development? What are the best practices for supporting fashion stakeholders? - What experiences can international producers and associations share? - What could be the growth drivers for the Russian fashion industry? What kind of support ecosystem can be created for cooperation of large manufacturers, small and medium-sized brands? - How do large manufacturers influence development of the fashion industry and the economy in general? - What are the manufacturers' strategies for making the factories local and how can this influence development of small brands in the regions?

Shortage of raw materials

29/05, 15:30–16:30

The light industry is one of the most import-dependent sectors in the Russian market due to an almost total lack of raw materials for fabric production, a lack of Russian equivalents for imported equipment, and a lack of qualified personnel. The isolation of the Russian fashion market from foreign suppliers has exacerbated business problems. Companies are forced to actively search for substitute materials for clothing production, while the main task remains the same – to gain on price and not to lose on quality.

Of course, flexibility, adaptability and the ability to work with uncertainty allow us to see the crisis as a time of opportunity. But mainly for those with money. For small businesses, however, it is more like a game of survival. Do Russian manufacturers have a chance to maintain high quality and keep the old prices? What materials, fabrics and infrastructure are needed to develop a small business? What support programs are there for fabrics to be produced locally? How can a local product be created on the basis of existing materials that can compete with imported brands? What support schemes and programs are available to produce fabrics locally?

TED talk series

29/05, 16:45–17:05

TED talk series

29/05, 17:05–17:25

What if I told you that the key to success is hidden in something we often fear: failure? Join me in this talk to explore how setbacks can actually propel us forward. I'll share real stories, debunk the fear of failure, and show how embracing it can lead to personal and professional growth.

Let's change the way we see success—by uncovering the power hidden within every stumble. Get ready for a new perspective and the secret to unlocking success!

Business program

30/11, Chamber Hall

Through the metaverse. Blockchain, DAO, Web3 and other technologies democratizing the industry

29/05, 10:00–10:45

Blockchain technologies are changing the world, and the fashion industry isn't an exclusion. Decentralised Autonomous Organisations (DAOs) allow even small brands to raise money and effectively manage a variety of businesses in different sectors, including fashion. For example, DAO Metafactory creates artisan fashion brands and allows aspiring designers to become famous by bypassing the usual pitfalls of the fashion industry. How to enter the new metaspace and use it for rapid advancement?

Jobs for AI. Can neural networks replace stylists, designers, fashion journalists and influencers?

29/05, 11:00–12:00

In the era of rapid technological advancement and digital revolution, artificial intelligence is redefining the rules of the game in various industries. In fashion, where creativity and inspiration are key, the question is: if AI can take the place of designers, fashion journalists and influencers. Modern neural networks have the potential to analyze and process millions of pieces of data for new looks and styles to be created. But will this potential affect the creative process and fashion trends in a way that will make humans unnecessary? Can artificial intelligence judge aesthetics, predict future fashion trends or even promote them better than an experienced fashion journalist or influencer? - Does Neural Net eliminate or create jobs? What are the threats and opportunities of artificial intelligence? - How can AI optimise and improve the pattern and design process? Can it make fashion more personal? - Can AI predict trends and create fashion content? How is AI shaping consumer behavior and what is its impact on the role of influencers in the fashion industry?

The future is here. How technology transforms fashion industry

29/05, 12:15–13:15

The world of fashion is being actively influenced by modern technology, which is infiltrating all aspects of the industry, from the design process to the consumer experience. This is changing the idea of style, making it more accessible, personalized and interactive. Artificial intelligence, WEB 3.0 with the development of virtual reality and meta-universes, 3D printing, digital platforms and sustainability are all coming together to change the perception of fashion, making it more progressive, ethical and open. What's more, the digital world is becoming more integrated into consumers' real lives, forcing fashion companies to embrace the latest technologies. All of this requires a new branding approach. Those who respond to the needs of the market will win. They will become leaders in today's rapidly changing environment. - What impact does technological development in fashion has on countries, brands, and consumers? - How are brands using technology to adapt quickly to trends and consumers? What helps companies scale up? What practices are taking backseat and holding the companies back? - Which country's experiences can serve as examples of how to promote and use new technologies in fashion? - Where do consumers get their fashion inspiration? How do they determine the vector of trends and preferences for brands?

Innovative VS natural materials. Are traditional textiles losing their edge?

29/05, 13:30–14:30

Modern clothing production does not shy away from innovative technologies. The latest materials with fantastic properties are entering the fashion industry – light-sensitive dyes that change color, fabrics with relaxing and anti-bacterial properties, as well as memory effect, materials that adapt to a person's physical characteristics. Clothes are going "smart". But are all brands ready for the "fabric revolution"? During the session, Russian and foreign experts will discuss the new materials that can replace classic wool, cotton and denim. Are manufacturers ready to invest in innovative technologies or will they still prefer more classic options? What are the consumer requirements for materials in different countries, climates and cultures?

Fashion Weeks. Promoting brands locally and globally

29/05, 14:45–15:45

Around the world, Fashion Week is an industrial “institution” that gives each national fashion event a chance to promote its local designers, either explicitly or implicitly, but also to strengthen the country’s position and authority in the global fashion market. - What new formats of fashion shows are emerging on the world stage? - How are designers being promoted through fashion events? - How are cities becoming trendsetters through fashion weeks?

Inclusive fashion doesn’t mean fashion for everyone. How embracing uniqueness expands the industry’s space

29/05, 16:00–17:00

Traditional beauty standards are being challenged. Fashion brands are recognising and embracing the need for diversification, so they showcase models of different sizes, ages, ethnicities and abilities. As a result, diversity and inclusivity have already become important components of retail. However, while extending their assortment ranges and pushing up sales, manufacturers are facing production challenges and need to find new technological solutions. - How to make fashion inclusive? - How does inclusive fashion address the needs of people with disabilities? How can fashion brands support them? - How does innovation develop inclusive fashion? How can non-standard fashion be interpreted through technology? - What projects – shows and demonstrations – are popularizing this industry and opening up a new reading of fashion? - What inspiring stories help to push the boundaries of self-expression and individuality in style?

Business program

30/11, Open Hall

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On style, on futurism. The fashion of the future

29/05, 10:00–10:45

What will fashion look like in the coming decades? Can we make a plausible prediction? How does planning for the future of fashion even work? And will the “fashion” word still be relevant in ten years’ time? Let’s try to make sense of it by talking about all the major changes in the industry, from design to stores.

Street-style. Reflecting identity or losing authenticity?

29/05, 11:00–12:00

The streets of cities have become the main platform for individuality and self- expression. At the same time, the popularity of social media increases the influence of street-style and it is increasingly becoming an element of mass culture. People from different countries instantly share their images, create online communities and support the global exchange of fashion, strengthening their self-expression and emphasizing their belonging to a particular culture. Nowadays, almost everyone can understand how people express their aesthetic preferences and even their attitudes towards political and social issues. This trend is being more and more reflected by major brands, who are incorporating elements of street-style into their collections, bringing it into high fashion, making it more accessible to a wider audience and influencing global cultures. - How does street-style develop in different countries? - How is technology increasing the influence of street fashion? - Can street-style trends be predicted? Or is it an organic manifestation of individual and contemporary realities in a particular culture? - Does the mass appeal of street-style make it less of a unique trend? - How does the global race for self-expression affect individuals and the fashion industry as a whole?

Putting people first. New approach to fashion industry ethics

29/05, 13:30–14:30

Today, the strategy of fashion brands is changing, which is to a great extent thanks to the new generations. These are millennials and zoomers, who live with a phone in their hand and can access the Internet any moment. Such technological innovations have made it possible to realize that everyone is different and bears little resemblance to those shown in advertisements. This led to the conversation about the need for fashion to have a human face, to be made by people and for people. Consumers want to see themselves: diversity and humanity in fashion. All of these call for evolution of the fashion industry, which requires creation of a new culture of internal communication, a vision of beauty standards and human resources policies. - What is the new ethic in fashion? How are brands responding? - What matters to individuals today? The social agenda of brands or their own preferences for fashion and self-expression? - How dynamic are fashion and trends in the context of the new ethics?

Reverse Pitch. Country expert session. Africa

29/05, 14:45–15:30

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TED talk series

29/05, 16:00–16:30

-Why culture is important in fashion: The clothes we wear tell stories of our culture and our heritage – things that can't easily be shrugged on and taken off at will. Tradition is also passed down in the creation and construction of our clothes. The way things are made, the materials, and the process, are all embedded into our communities and cultures.

Why is diversity important in the fashion industry? Inclusivity and diversity are essential values that fashion brands must embrace to stay relevant and meet the changing demands of consumers. Brands can start by including diverse perspectives on their teams and creating marketing campaigns representing everyone

*Why consuming better and less is important *The environmental impact of fast fashion comprises the depletion of non-renewable sources, emission of greenhouse gases and the use of massive amounts of water and energy. The fashion industry is the second largest consumer industry of water, requiring about 700 gallons to produce one cotton shirt and 2 000 gallons of water to produce a pair of jeans. Business Insider also cautions that textile dyeing is the world's second-largest polluter of water, since the water leftover from the dyeing process is often dumped into ditches, streams or rivers in Africa.

TED talk series

29/05, 16:30–17:00

Indian Gem and Jewellery Market was worth US\$ 37.25 Bn. in 2022 and the total revenue is expected to grow at a rate of 21.35, so that in 5 year's time it should touch US\$ 144.37 Bn. The tradition of ornamentation has been present in India since time immemorial. This is evident from the classic texts, epics, myths and chronicles. Turning this tradition into an economic stronghold, India has given an international makeover to its jewellery industry turning the local into the global. Straddling the twin domains of aesthetics and economics- the jewellery industry of India continues its fairy tale journey.

Business program

01/12, Hangar Hall, Khlebozavod

New fashion industry forum within BRICS+ Fashion Summit

29/05, 11:00–21:30

13 sessions, each with a panel of experts, practitioners and industry theorists, talking about specific experiences in fashion over the past year. Together with the moderator and the audience, they will compare it and discuss the issue/problem/trend that will define 2023.

Business program

01/12, Паркинг Галерея

29/05, 14:00–15:00

AL•DRI•E (Indonesia)

29/05, 16:00–16:30

Business program

02/12, Hangar Hall, Khlebozavod

New fashion industry forum within BRICS+ Fashion Summit

29/05, 11:00–21:00

13 sessions, each with a panel of experts, practitioners and industry theorists, talking about specific experiences in fashion over the past year. Together with the moderator and the audience, they will compare it and discuss the issue/problem/trend that will define 2023.

Fashion shows

28/11, Паркинг Галерея

Sadaels (Argentina)

29/05, 18:00–18:30

Fashion shows

29/11, Паркинг Галерея

Arzu Kaprol (Turkey)

29/05, 17:00–17:30

Fashion shows

29/11, Russian State Library (RSL)

Alena Akhmadullina (Russia)

29/05, 21:00–21:30

Fashion shows

29/11, State Historical Museum (SHM)

CHNNYU (China)

29/05, 19:00–19:30

Fashion shows

30/11, Паркинг Галерея

Kunjina (Ethiopia)

29/05, 16:00–16:30

Fashion shows

30/11, The Pashkov House

Ritesh Kumar, Naushad Ali, Gaurav Khanijo, Shruti Sancheti (India)

29/05, 18:00–18:30

Fashion shows

01/12, Паркинг Галерея

Hany El Behairy (Egypt)

29/05, 18:00–18:30

Fashion shows

01/12, The Pashkov House

David Tlale (South Africa)

29/05, 20:00–20:30

Fashion shows

02/12, Паркинг Галерея

Batakovic Belgrade (Serbia)

29/05, 18:00–18:30

Lucas Leao (Brazil)

29/05, 20:00–20:30

B2B Showroom

28/11, Паркинг Галерея

B2B Showroom BRICS+ Fashion Summit

29/05, 11:00–19:00

Belarus Fashion Council presents NIV NIV fashion brand

29/05, 16:00–16:30

B2B Showroom

29/11, Паркинг Галерея

B2B Showroom BRICS+ Fashion Summit

29/05, 11:00–19:00

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B2B Showroom

02/12, Паркинг Галерея

B2B Showroom BRICS+ Fashion Summit

29/05, 11:00–19:00

Parallel program

27/11, GUM

Big show of Russian clothing brands

29/05, 18:30–19:00

A big fashion show of Russian clothing brands will take place in the GUM showroom. During the show, 100 models will present looks from modern collections of 20 Russian designers, including Valentin Yudashkin, Alexander Rogov, Artem Krivda, Anastasia Zadorina, Daniil Berg, Yana Raskovalova and others. The festive show will take place with the participation of circus performers and acrobats, and guests of the event will be fashion bloggers, influencers, brand ambassadors, media, international delegates.

Show's designers: Rogov, You Wanna, Like Yana, ALISIAHIT, Botrois, Elly me, Arny Praht, Artem Krivda, Chapurin, Masterpeace, Ruban, Valentin Yudashkin, Anastasia Zadorina, Hamper, Daniil Antsiferov, Les Archives, Meowshka.

Entrance: upon prior accreditation

POP-UP of Russian brands opening

29/05, 19:00–20:00

The pop-up of Moscow designers is located on the 1st floor on the 3rd line, near the entrance from Ilyinka Street. The boutique will feature collections of brands that participated in the Big Show. Guests of the event will be fashion bloggers, stylists, international guests, and BRICS+ Fashion Summit participants.

Boutique brands: Rogov, You Wanna, Like Yana, ALISIAHIT, Botrois, Elly me, Arny Praht, Artem Krivda, Chapurin, Masterpeace, Ruban, Valentin Yudashkin, Anastasia Zadorina, Hamper, Daniil Antsiferov, Les Archives, Meowshka.

Parallel program

29/11, Patriarch Ponds

Moscow Fashion Night

29/05, 18:00–23:00

Along the entire fashion route, guests will enjoy special activities from 30 restaurants, bars and shops participating in Moscow Fashion Night. The program includes: 20 special menus (developed in collaboration with Moscow designers) with cocktails and snacks, food trucks, DJ sets, tastings of drinks with a special sticker, gifts from partners, star ambassadors, fashion bloggers, designers, models. The fashion route will run along the streets: Malaya/Bolshaya Bronnaya, Spiridonievsky Lane, Maly/Bolshoy Patriarchy Lane, Maly/Bolshoi Kozikhinsky Lane, Trekhprudny Lane, Bolshoi Palashevsky Lane.

Open grand show of Russian designers

29/05, 20:00–20:30

An open grand show of Russian designers will be held for the first time at Patricks, where the usual Malaya Bronnaya street will be the podium. 100 models, including participants of the fashion weeks of Milan, Paris and New York, will demonstrate looks by 25 Russian designers: Rogov, Artem Krivda, Chapurin, Ruban, Valentin Yudashkin and others.

Restaurants: No. 13, Lou lou, Good girl, Uni, Mates, QUEENS, Stork, Margarita Bistro, Keanu, BRON, Late Check out (Marco Polo), Erwin Pavilion, Ava, Patriki, 800°C Contemporary Steak, Aroma, Pims, Zoyka, Onest, Sangre Fresca, Coffeemia. Stores: Botrois, LN family, Vivalavika, Znwr, 495 denim, GUM, Byredo, U TSAREVEN, Molecule, Visage concept, Vilhelm Parfumerie, Masters.

Parallel program

02/12, GES-2
GES-2

Upcycle Master Class

29/05, 12:00–14:00

Upcycle Master Class

29/05, 15:00–17:00

World Fashion Shorts

30/11, ARTPLAY Design Center

World Fashion Shorts

29/05, 15:00–18:00

World Fashion Shorts is a one-day multimedia installation, which connects fashion, cinema and video art. It unites vivid short films, which were acclaimed at international fashion film festivals. This genre has been actively developing in the world in the last decade. The World Fashion Shorts selection includes films from South Africa and North America, Europe, Central and Southeast Asia. Together they create a picture of a huge diversity of cultures and expand the understanding of fashion. This is what determined the choice of the screening format - not a traditional film show, but “complete immersion” in spectacular, sometimes exotic visuals using multimedia.

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

29/05, 18:15–19:15

Summit experts from different countries will take part in the open discussion:

- Dfaniks (David Fernando Martinez Lugo) – founder of the Cinettica Fashion Film Festival (USA);
- Bench Bello (Balthazar Magallon) – multimedia artist and founder of the Manila International Film Festival (Philippines);
- Natalya Kanevskaya (Russia) – costume designer (films “Cheburashka”, “Kept Women”, “Monastery”, “Trigger”);
- Ksenia Mosaleva (Belarus) – director of the Belarus International Fashion Film Festival and Fashion Film Festival Russia.

Entry requires pre-registration on Timepad.

