

# Business Program

Grand Hall	Chamber Hall	Open Hall
24/11, GRAND HALL	24/11, CHAMBER HALL	24/11, OPEN HALL
11:00 – 12:15 <b>Global runway. Fashion weeks on all continents</b>	11:30 – 12:15 <b>Retail transformation. From a clothing store to a cultural space</b>	11:00 – 12:30 <b>Essential addendum. How to create a successful footwear and accessories brand</b>
12:30 – 13:30 <b>Fashion as cultural diplomacy. Global prospects for designer brands</b>  <b>Plenary session</b>	14:00 – 14:45 <b>Story of a fashion house. The rise of a big brand</b>	13:45 – 14:45 <b>The art of futurism. How will people of the future dress</b>
14:00 – 14:45 <b>Textile revolution. Innovative fabrics on the verge of reality</b>	15:00 – 16:00 <b>Educational quest. Learning in sync with the rhythm of the fashion industry</b>	15:00 – 16:00 <b>A star is born. A designer's challenging path</b>
15:00 – 16:00 <b>Fashion around the world. Decoding the culture code</b>	16:15 – 17:15 <b>Actions speak louder than words. Sustainable fashion and local solutions</b>	16:15 – 17:15 <b>Inclusive chic. Reflecting each and everyone</b>
16:15 – 17:15 <b>Fashion metaverse. From videogames to world's runways</b>		
17:30 – 18:15 <b>Get Ready with Me (an influencer)</b>		

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11:00 – 11:45 <b>Creative capital. The role of creative industries in economic development</b>	11:00 – 11:45 <b>Cloud wardrobe. Trying on the unreal</b>	11:00 – 11:45 <b>Fashion fusion. Fashion as a tool for cultural dialogue</b>
12:00 – 13:30 <b>From factory to runway. Industry on trend</b> <b>Plenary session</b>	13:45 – 14:30 <b>Investment plan. Finding money to create a new fashion house</b>	13:45 – 14:30 <b>With a single click. Trends in mobile app development</b>
13:45 – 14:30 <b>AI as an asset. Investments in creative industries</b>	14:45 – 15:45 <b>Generation Next. New flagships of the fashion market</b>	14:45 – 15:45 <b>No secrets. Innovations in design</b>
14:45 – 15:45 <b>The fashion cycle. From creation to resale</b>	16:00 – 16:45 <b>Exploring showrooms. Behind the scenes of fashion business</b>	16:00 – 16:45 <b>BRICS+ experience exchange. Fashion export without borders</b>
16:00 – 17:00 <b>To enter the industry. Specialists and skills in the fashion world</b>	17:00 – 17:45 <b>TED talk series</b>	17:00 – 18:00 <b>From concept to collection. Checklist for launching a fashion brand</b>

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11:00 – 11:45 <b>Smooth landing. Building relationships with Russian buyers</b>	11:00 – 11:45 <b>Marketplaces and fashion brands. Conflict of interest or shared values?</b>	11:00 – 11:45 <b>From hobby to hype. How self-taught designers challenge masters</b>
12:00 – 13:15 <b>Cultural appropriation as a method. Usage patterns and reception questions</b> <b>Plenary session</b>	14:00 – 14:45 <b>Neural network and customer experience. How to use AI in retail</b>	13:30 – 14:45 <b>Fashion from afar. Cross-cultural exchanges through international events</b>
13:45 – 14:45 <b>Style icons. How influencer marketing works</b>	15:00 – 15:45 <b>Workshop by the stylist school</b>	15:00 – 15:45 <b>TED talk series</b>
15:00 – 16:15 <b>Artifact of history. Crafting processes in the fashion world</b>	16:00 – 17:00 <b>Fashion Stream. Promotion from the new generation</b>	16:00 – 17:00 <b>Designing emotions. The reason we choose a brand</b>
16:30 – 17:30 <b>Not a luxury but a necessity. Insider's perspective on the luxury industry</b>		

# Heritage Exhibition

Foyer
24/11, FOYER
11:00 – 17:00 <b>Выставка «Наследие»</b>

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**Выставка «Наследие»**

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# Workshops & masterclasses

Foyer

24/11, FOYER

10:30 – 11:30

## How to solve the development problems of Chinese designer brands

Brand: KenSun Designer: Sun Guitian Country: Китай

11:30 – 12:30

## Lecture

Country: Мьянма Brand: Le Ferris Designer: Май Тху Лвин

12:30 – 13:30

## Reviving Traditional Techniques for a Greener Future

Country: Sudan Brand: NUCY Designer: Nafisa Hafiz

13:30 – 14:30

## Making Traditional Turkmen Aladja: Process, Technique and Meaning

Country: Turkmenistan Brand: Mähirli Zenan Designer: Durdylyyeva Ayna

14:00 – 15:00

## Design as a Social Change Tool

Country: Mexico Brand: Fábrica Social Designer: Dulce Martinez

15:30 – 16:30

## Various sources of inspiration: culture, human beauty, nature, artists and history

Country: Venezuela Brand: Raenrra Diseñador Deisgner: Ramírez Rafael

16:30 – 17:30

## Creative process and prototype development

Country: Peru Brand: VLLD By Omar Valladolid Deisgner: Omar Valladolid

# Workshops & masterclasses

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10:30 – 11:30

## **How technology transforms product management in luxury fashion**

Country: USA Brand: Modern Natured Designer: Emma Amoani

11:30 – 12:30

## **The Art and Heritage of Laos**

12:30 – 13:30

## **Low Fashion strategy**

Country: Indonesia Brand: Ali Charisma Deisgner: Ali Charisma

13:30 – 14:30

## **Cultural code: collection and fashion journey experience**

Country: Rwanda Brand: Tanga Designs Designer: Olivier Niyitanga

14:30 – 15:30

## **Beaded Belt workshop**

Country: Hungary Brand: VIKTORIAVARGA Designer: Viktoria Varga

15:30 – 16:30

## **The iconic traditional garments — the Barong Tagalog and Filipiniana**

Country: Philippines Brand: B'WEAR Designer: Baltazar Magallon

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## **Fabrics of Uzbekistan**

Country: Uzbekistan Brand: Mursak Boutique Designers: Nilufar Abduvalieva and Barno Khalilova

11:30 – 12:30

## **Tips for accurate pattern creation**

Country: Cayman Islands Brand: Norma Ebanks fashion Designer: Norma Ebanks

12:30 – 13:30

## **Desert palm**

14:30 – 15:30

## **The Work of the Artisans in El Salvador**

Country: El Salvador Brand: Artisan Collection Designer: Rene Barrera

15:30 – 16:30

## **From sustainable production to timelessness: fashion's partnership with the future of the planet**

Country: Brazil Brand: MAISON REVOLTA Designer: Rogerio Vasques