

Business Program

24/11, Grand Hall

Global runway. Fashion weeks on all continents

Grand Hall, 24/11, 11:00–12:15

There is a noticeable shift in the spheres of influence in the global fashion industry now towards the BRICS countries, which are increasingly dictating trends and attracting the attention of leading designers and brands. This applies to fashion weeks and various events which not only form global trends but also reflect local characteristics. In Asia, fashion festivals stand out for their bold experiments with shapes and textures, reflecting the dynamic cultural scene and technological advancement of region. Asian fashion weeks can be called hubs of innovation and creativity. African designers attract attention with their vibrant prints and bold colors, often inspired by local crafts and traditions. In Latin America, fashion weeks focus on organic materials and sustainable design, supporting local production and artisans. With the rise of virtual runway shows, 3D design and fashion metaverses, brands are looking towards adjustment to changes in consumer behavior and new challenges of time. Increasing attention is being paid not only to how clothes look but also how they are made, to environmental impact and social responsibility. These changes are transforming both the content and format of fashion weeks, making them more accessible and global, yet also emphasizing uniqueness of each region.

1. What are the key trends presented at fashion weeks in different regions?
2. How do cultural and historical characteristics of each region influence the collections presented?
3. How does the economic situation in different countries affect fashion weeks?
4. How do fashion weeks impact local design scenes and small businesses in different countries?

Speakers

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Moderator

Fashion as cultural diplomacy. Global prospects for designer brands

Grand Hall, 24/11, 12:30–13:30

Fashion not only reflects cultural traditions, transcending geographical boundaries, but it has also become a powerful tool of cultural diplomacy. Russian designer brands are showcasing innovative solutions and unique cultural features on the global runway. Renowned designers like Denis Simachev and Alena Akhmadullina have brought Russian style and prints to the global level, introducing local aesthetics into global trends and teaching the world to 'speak Russian'. What mechanisms and tools are available to support cultural initiatives and propel designer brands onto the world stage? How do designers become cultural diplomats in the world of fashion?

1. What role does fashion play in cultural diplomacy?
2. Which brands and designers have already succeeded on the world stage?
3. How can brands maintain their uniqueness while scaling and integrating into global cultural trends?
4. What competitive advantages do small designer brands and large fashion companies have in the context of soft power?

Speakers

Moderator

Textile revolution. Innovative fabrics on the verge of reality

Grand Hall, 24/11, 14:00–14:45

The fashion industry is undergoing a rapid transformation with the introduction of cutting-edge technologies to produce fabrics designed with sustainability and functionality in mind. In the face of global challenges — from climate change to resource constraints — fashion brands are striving to create more sustainable, safer and more technologically advanced solutions. Manufacturers are now experimenting with raw materials and procession: innovative fabrics can respond to body temperature, change structure with movement, remain eco-friendly and last longer than conventional materials. Smart fabrics, nanotechnologies, eco-materials, and 3D-technologies — all these are changing everyday fashion from the sports to the urban style. In this context, the BRICS countries are strengthening their position as innovation centers of the textile industry and creating new opportunities for international cooperation, exporting, and cultural exchange.

1. What innovative trends are the drivers of the textile industry?
2. How can textile innovation support sustainable development of the fashion industry?
Which innovative textiles are already in use for large-scale manufacturing?
3. What are the current trends in functional and hi-tech fabrics?
4. What are the challenges and opportunities for designers and manufacturers who work with new materials?
5. What could cooperation between BRICS countries in the field of textile technologies look like?

Speakers

Moderator

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Fashion around the world. Decoding the culture code

Grand Hall, 24/11, 15:00–16:00

Culture codes play a key role in shaping fashion trends around the world, reflecting unique traditions, symbols and values of each region. For example, in Europe classic elements such as French chanson, Italian elegance and British punk still influence designers' collections, maintaining links with history and cultural heritage. In Asia, traditional elements such as the kimono in Japan or the hanbok in Korea are being reinterpreted in today's contexts through combination of these old symbols with advanced technology and urban spirit. In Africa and Latin America, ethnic patterns, textures and colors associated with indigenous peoples are increasingly making their way into global trends, bringing elements of identity and cultural diversity to fashion. In future, we can expect further integration of these cultural codes into fashion with designers actively looking back to their roots and combining those with global trends, which would result in creation of more hybrid and multilayered fashion formats.

1. Is there a risk that local cultures will lose their uniqueness in the context of global trends?
2. How do brands use culture codes in their marketing strategies? How effective is this work in attracting audiences?
3. Will culture codes become more integrated into global fashion in the future, or will we see an increase in local and national characteristics?
4. What role should designers and the fashion industry play in maintaining and promoting culture codes?

Speakers

Moderator

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Fashion metaverse. From videogames to world's runways

Grand Hall, 24/11, 16:15–17:15

Metaverse is rapidly changing the face of the fashion industry, deleting the boundaries between the physical and digital worlds. It has started out as videogame skins — virtual clothing for characters — and has become a global phenomenon with leading brands creating collections for digital runways. Fortnite had active collaboration with Balenciaga, Marc Jacobs created virtual clothing collections for Animal Crossing: New Horizons, Gucci created a virtual exhibition and a limited collection of accessories that could be purchased and used in the Roblox game. Videogames are becoming a new platform for fashion brands, allowing them to reach young and digital audiences, as well as allowing gamers to express their individuality in the virtual space. It is expected that metaverse in fashion will grow over \$12.6 billion by 2028. This increase is supported by growing adoption of virtual environments by fashion brands, increasing consumer demand for personalized shopping experiences, and rising popularity of virtual assets such as NFTs.

1. How can brands adapt their collections for digital avatars and virtual worlds? What new forms of self-expression could emerge from virtual fashion?
2. What successful examples of brand collaborations in the digital space already exist? How do brands collaborate with each other and tech companies to create unique experiences in a metaverse?
3. Monetization and business models in a metaverse. What forms of cooperation between fashion houses and technology companies are the most promising?
4. Interaction with consumers and new forms of marketing. How can brands use a metaverse to create unique consumer experiences?

Speakers

Moderators

Get Ready with Me (an influencer)

Grand Hall, 24/11, 17:30–18:15

Blogs about fashion and style are becoming increasingly popular among Russian audiences. Famous influencers Elena Krygina and Alexey Sukharev will share their secrets of preparing for a fashion show: how decisions are made about fashion trends and what you can wear to a fashion show today, from choosing makeup to the final outfit. Today, the acclaimed Get Ready with Me format has won the hearts of people with its live format of famous influencers sharing preparation routine right from their house. Unlike traditional makeup or style tutorials, GRWM presents more personal and interactive experience, allowing viewers to be the part of the daily routine and learn how celebrities prepare for big events, as well as get inspiration for their own fashion experiments.

1. What are the current and future trends? How to choose the perfect look for a fashion show depending on the topic?
2. How not to lose your individuality in following the trends?
3. How to choose wardrobe items that match your personal brand?

Speakers

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Business Program

24/11, Chamber Hall

Retail transformation. From a clothing store to a cultural space

Chamber Hall, 24/11, 11:30–12:15

In modern retail, fashion stores become not just a place for shopping but full-fledged centers of culture and communication, offering a unique experience. A striking example of this approach has become Limé flagship store at Kuznetsky Most. There you can not only try on the collections but also enjoy a cup of coffee at the multifunctional art space. Gucci Garden in Florence combines fashion, art and gastronomy. The store includes a museum telling the history of the brand, as well as a restaurant where chef Massimo Bottura serves dishes inspired by the history of Gucci. The Nike House of Innovation in Shanghai is a flagship store that offers a completely personalized shopping experience where customers can create their own designs for shoes and clothing. The store is also digitally integrated, allowing you to use apps and find perfect products and get recommendations. This is an example of how new technologies can change the way customers interact with a brand. Such pol. immerse visitors in the unique atmosphere of the brand, combining its heritage with modern trends. They expand the traditional boundaries of the offline shopping experience, inviting visitors to live a unique experience.

1. How is the role of fashion stores changing in an era when shopping becomes not only about purchasing but a real event?
2. What role does the store architecture and design play in shaping the customer experience? Are innovative services such as personalization and digital technologies more important for today's shoppers?
3. How far can brands go to transform their stores into cultural hubs? What benefits and risks could this bring?
4. How to measure and evaluate success of such venues in creation of brand loyalty?
5. How do brands evaluate ROI of such investments and can they be considered successful?

Speakers

Moderator

Story of a fashion house. The rise of a big brand

Chamber Hall, 24/11, 14:00–14:45

Every successful fashion house has its unique story full of challenges, innovative solutions and bold ideas. Many renowned designers have had to go through a complex and multifaceted process that required not only talent but also the ability to overcome barriers, adjust to market changes and maintain uniqueness over the years. In this session, we will take a dive into the history of one of the famous fashion houses to better understand how it grew from a small idea into an international symbol of style and luxury. By studying the path taken by the founder of the brand, we will discover key moments and decisions that influenced the brand's establishment and its further development.

1. What strategies have allowed the brand to remain unique and relevant over the years?
2. What lessons from the history of this fashion house can be useful for modern designers?
3. How do fashion houses adjust to new challenges and continue to grow in the face of global competition?

Speaker

Moderator

Educational quest. Learning in sync with the rhythm of the fashion industry

Chamber Hall, 24/11, 15:00–16:00

The fashion industry is rapidly transforming under the influence of new technologies, as well as social and environmental trends. Educational institutions are facing significant challenges: how to train specialists capable of working at the intersection of technology, sustainability, and cultural change? The gap between academic education and the real needs of the industry can lead to a shortage of qualified professionals. The industry requires professionals ready to

integrate cutting-edge technological solutions with sustainability trends, creating innovative and creative businesses. Modern fashion education encompasses not only the adoption of advanced technologies but also the study of eco-design techniques, the concept of cultural identity, and methods for navigating the fashion business. This is the path toward shaping the future of the industry.

1. How are specialized educational institutions adapting their curricula to align with the evolving demands of the fashion industry?
2. What current trends must be considered when developing new educational programs?
3. How do creative approaches and intercultural exchange help prepare the talent that the fashion industry needs for the future?

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Actions speak louder than words. Sustainable fashion and local solutions

Chamber Hall, 24/11, 16:15–17:15

The issue of sustainable development of the fashion industry in the face of global challenges is critical not only for the industry itself, but also for society as a whole. The container crisis (crisis of global supply chains) has put brands seeking to comply with ESG principles in a difficult position. Fashion discussions are centered on finding ways to strengthen local production chains in BRICS+ countries, promoting sustainable production and increasing the role of local producers and brands. How can brands not only meet global quality standards but also contribute to local communities while minimizing their ecological footprint? Fashion and ESG experts will discuss practical solutions to increase the sustainability of the fashion industry, focusing on corporate governance, ethical production, and innovations in supply chains.

1. What corporate governance measures can help implement sustainable practices in the fashion industry and increase transparency in supply chains?

- 2. How can brands effectively integrate local craftsmanship and use local materials in their collections, strengthening local production chains?
- 3. What successful examples of collaboration between global brands and local producers can be applied in BRICS+ countries to promote sustainable development?

Speakers

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Business Program

24/11, Open Hall

Essential addendum. How to create a successful footwear and accessories brand

Open Hall, 24/11, 11:00–12:30

Discussion on the key aspects of creating a successful footwear and accessories brand

- 1. Creating products that both reflect a unique style and meet consumers' practical needs
- 2. Developing a strong brand identity in a highly competitive and saturated marketplace
- 3. Innovation in materials and technology
- 4. The impact of sustainable manufacturing on development of modern brands
- 5. Working effectively with target audiences and building brand loyalty

Designers face lots of challenges, including the necessity of finding balance between aesthetics and functionality, choice of quality materials, sustainable production, and adjustment to changing consumer preferences and trends.

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The art of futurism. How will people of the future dress

Open Hall, 24/11, 13:45–14:45

In the future, fashion will evolve into more than just a means of self-expression, it will become a true technological ecosystem. Clothing will integrate with the body, adjusting to users' moods and needs. Examples include dresses that change color based on emotions or 3D-printed suits that adapt to changes in body shape. These innovations raise an important question: how far can fashion go in merging style, functionality, and technology? Will it be possible to maintain a balance between innovation and personal expression? How will people dress in the future?

- 1. What technologies will dominate the fashion of the future, and how will they transform our everyday clothing?
- 2. How will culture and art influence the creation of new fashion trends in the future?
- 3. What will be the design solutions for clothing in the world of virtual reality and the metaverse?

Speakers

Moderator

A star is born. A designer's challenging path

Open Hall, 24/11, 15:00–16:00

The fashion world is full of glitz and glamour but behind it lies the harsh reality that every designer must face to make their dreams come true. On the path to recognition and success, young and ambitious designers need not only creative talent but also willpower, perseverance and determination in overcoming of numerous challenges — competition, financial difficulties,

finding a unique voice and maintaining a balance between creativity and commercial viability. During the session, experts will discuss what really is behind success in fashion and how aspiring designers can build a sustainable brand that will stand the test of time.

- 1. Competition and recognition. How can emerging designers stand out in an oversaturated fashion market?
- 2. Financial barriers. How to deal with high production and marketing costs, especially at the beginning of your journey?
- 3. Search for uniqueness. How to find and develop your own unique style that will be recognizable and in-demand?
- 4. Balance between creativity and business. How to maintain creative freedom without losing commercial appeal?

Speakers

Moderator

Inclusive chic. Reflecting each and everyone

Open Hall, 24/11, 16:15–17:15

Fashion has traditionally been associated with strict beauty standards that set consumer’s limits and expectations. For decades, ideal models graced fashion spreads and advertising banners, which looked more ideal than real. However, today consumers want to see themselves and similar personalities as part of advertising campaigns. With increased public attention to discrimination and underrepresentation in the fashion industry, the topic of inclusivity in the fashion industry has become more relevant. Fashion brands recognize the demand of fashion-for-everyone approach, which includes customers of all sizes, ages, ethnicities and abilities as their target audience. However, expansion of assortment and growing sales make manufacturers face new production challenges that require

implementation of innovative solutions.

1. How have beauty standards changed and why is it important to expand them further?
2. How do these changes affect the market and consumer behavior?
3. What steps are being taken to make fashion accessible to everyone? Role of brands in creating an inclusive approach to fashion.
4. What is the role of social media and influencers in promoting inclusivity in fashion?
5. What steps can both small and large brands take to become more inclusive with their products and marketing?
6. How does today's technology contribute to development of inclusive fashion?

Speakers

Moderator

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Business Program

24/11, Grand Hall

Creative capital. The role of creative industries in economic development

Grand Hall, 24/11, 11:00–11:45

The unique feature of creative capital lies in its ability to combine technology, creativity, and entrepreneurship. Creative industries produce distinctive products and offer services that stimulate regional development. New hubs of economic growth and attraction emerge where there is potential for both traditional and modern sectors of the creative economy to flourish. When favorable conditions are established, creative industries not only act as catalysts for economic growth but also play a key role in strengthening territorial identity.

- 1. How do creative industries contribute to economic growth and sustainable development?
- 2. Which regions are already experiencing significant economic growth thanks to the support and development of creative industries?
- 3. How can talented professionals and investors be attracted to the creative industries?
- 4. The future of creative industries – what trends and directions will shape their further development?

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From factory to runway. Industry on trend

Grand Hall, 24/11, 12:00–13:30

Due to global economic changes and the strengthening trend towards technological independence, local fashion brands are coming into the focus of attention both from buyers who increase sales volumes and the state which seeks to support local producers. However, imports continue to maintain a significant market share, satisfying consumer demand for a diversified product portfolio that global brands can provide. On the other hand, presence of a unique cultural code in a collection introduced by local designers is becoming an increasingly significant competitive advantage that determines commercial success of a new collection. What will win in the global competition for the hearts of consumers — universal relevance of global brands or the national uniqueness possessed by designers of BRICS+ countries?

1. How have the changes occurred in recent years affected the markets and what measures are needed to further support and develop local brands? Is there a chance of new fashion unicorns emerging?
2. The impact of imports on domestic markets. How to develop multilateral cooperation with BRICS+ countries?
3. How should the state support folk arts and crafts in order to develop the current vector of collaboration between traditional approaches and culture codes and creativity of today's designers?
4. What are the new technologies that should be introduced into production to level-up the national consumer goods industry?
5. What training and retraining initiatives will boost up employment in the industry?
6. What specific steps are required for further development of the local light industry and strengthening of its position in the global arena?

Speakers

Moderator

AI as an asset. Investments in creative industries

Grand Hall, 24/11, 13:45–14:30

Creative economy based on creative ideas and brand power is shaping a new paradigm in the business world. Thanks to neuronet supported digitalization of humanity’s experience in creating fashionable images, new forms and textures, artificial intelligence offers creators a helping hand in what is essential — in creating an idea, reducing the time from the concept to the finished product and bringing the finished collection to the market. How to attract investment if the company has no other assets except creativity and the brand? The discussion will take the participants in the world of business relations between creative industries and fashion where unique insights and talents become assets, and smart money becomes creative capital.

Speakers

Moderator

The fashion cycle. From creation to resale

Grand Hall, 24/11, 14:45–15:45

The concept of “circularity” takes on special significance in the world of fashion. Sustainable fashion is a complex and multi-layered ecosystem. The fashion cycle encompasses all stages of a garment’s life cycle: from design and production to resale and reuse. As the interest in brands’ ecological and social responsibility grows, issues of resource management and waste minimization are becoming paramount. Concepts like the circular economy and "zero waste fashion" enable manufacturers to reduce surplus and waste. Brands like Patagonia and Stella McCartney are among the leaders in this movement. Moreover, the resale market, which grew

by 39% in 2023, highlights the importance of the second-hand market and its impact on the sustainability of the entire fashion industry.

1. How can fashion brands effectively integrate the principles of sustainable design and circular economy into their clothing creation and production processes?
2. What innovative textile recycling technologies and methods are being used in practice, and how do they impact the economic model of the fashion industry?
3. How is the growing resale market influencing consumer behavior and long-term industry trends?

Speakers

Moderator

To enter the industry. Specialists and skills in the fashion world

Grand Hall, 24/11, 16:00–17:00

The lack of qualified specialists is an acute problem for companies in the fashion industry and founders of fashion brands. The market is at a stage of rapid growth where lack of targeted personnel is synonymous with financial losses. Today, brands are fighting both for the market share and for competent specialists because in the context of the industry's rapid transformation caused by digitalization and changes in consumer preferences, the requirements for personnel have increased significantly. Accordingly, there is a need not only to search for talent but also to constantly train and retrain specialists. It is important to understand which competencies will become key in the near future, and how brands can adjust their HR strategies to the upcoming changes.

1. How to attract and retain talented specialists in a highly competitive employment market?
2. What challenges do educational establishments that train personnel for the fashion industry face?

- 3. What specialists are missing in the fashion market today?
- 4. How are changes in consumer preferences and technology impacting fashion workforce requirements?

Speakers

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Moderator

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Business Program

24/11, Chamber Hall

Cloud wardrobe. Trying on the unreal

Chamber Hall, 24/11, 11:00–11:45

Cloud technologies and artificial intelligence are radically transforming the fashion industry. Virtual fitting rooms and augmented reality technologies are being adopted at an unprecedented pace, which, according to research by 3DLOOK, can reduce return rates by up to 36%. This not only enhances customer satisfaction but also reduces the environmental impact by optimizing logistics chains. Moreover, predictive analytics based on cloud technologies and AI helps companies more accurately forecast consumer preferences and transition towards hyper-personalization. These innovations are shaping the future of fashion, where creativity and technology merge, expanding the boundaries of style.

1. How do cloud technologies and AI enhance the consumer experience while contributing to the sustainable development of the fashion industry?
2. What ethical challenges arise with the implementation of cloud technologies and AI, and how can cloud wardrobes be made safe while ensuring data privacy?
3. How do cloud technologies improve the efficiency and sustainability of the fashion industry?

Speakers

Moderator

Investment plan. Finding money to create a new fashion house

Chamber Hall, 24/11, 13:45–14:30

Creating a new fashion brand requires significant monetary investment at every stage from development of the collection, purchase of raw materials and equipment to marketing and promotion. However, almost every designer faces the problem of limited access to financial resources. Today, there are many sources of financing for a start-up fashion business like bank loans, grants, venture capital, and crowdfunding. It is also important to have in mind the most investment-generating blockchain technology, which has already actively penetrated the fashion industry and is currently transforming it, helping to build and track supply chains and deal with fashion fakes. All financial tools have advantages and disadvantages. Understanding which opportunities are most suitable for a brand and how to make a proper investment plan can be the key to successful launch and development of a business.

1. Who is currently funding new fashion brands?
2. What are the benefits and risks of raising venture capital for a fashion startup?
3. What strategies can help to get grants and government support for a fashion brand startup?
4. What are successful examples of financing emerging brands that can serve as a benchmark for young designers?
5. What are the peculiarities of using blockchain tools in the fashion?

Speakers

Moderator

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Generation Next. New flagships of the fashion market

Chamber Hall, 24/11, 14:45–15:45

The Russian fashion industry is experiencing a noticeable change of key players, with young ambitious brands coming up to challenge established leaders. These new players do not just attract attention with their originality and fresh perspective but also change the game rules by using innovative business-making approaches. In the era of digitalization and globalization,

they are dynamically exploring online facilities, making experiments with sustainable fashion, creating capsule collections and attracting audiences through social networks and collaborations with artists and influencers. This dynamics shows that the future of Russian fashion is in the hands of those who are not afraid to take risks and sail against the wind, offering consumers new ways of self-expression and style that does not follow any traditions.

1. Who directs the young fashion parade now, and who will be at the top of the list in a year?
2. What is the secret of their success? How do these brands surprise and attract us?
3. The role of social networks and digital platforms. What original digital techniques and marketing tools outline newcomers among long-established brands in the market?
4. How do consumer preferences change among youth and millennials?
5. Which alternative distribution channels (pop-up stores, online platforms. direct-to-consumer) are most effective for beginning designers?
6. How does the growing popularity of local brands affect the perception of Russian fashion products abroad?

Speakers

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Exploring showrooms. Behind the scenes of fashion business

Chamber Hall, 24/11, 16:00–16:45

Over the past few years, the fashion industry in Russia has made a giant leap in development. Many brands of different price segments and directions have appeared on the local market: from premium to luxury, from women's and children's clothing to accessories, jewelry and

shoes. Some want to reveal their creative potential and do what their heart desires. Others launch brands because they see unfilled niches in the local market, and with them the opportunity to build and develop a successful business. During the session, representatives of fashion brands will share their experience on how brands and clothing collections are created, how to open showrooms, what inspires designers and where concepts begin.

Speakers

Moderator

TED talk series

Chamber Hall, 24/11, 17:00–17:45

17:00-17:15 Topic: How cryptocurrency can play a role in financing fashion

Speaker: Craig Arend, Owner, Altamiranyc

17:15 - 17:30 Topic: Unsuccessful success. The development history of one startup.

Speaker: Kirill Chizhov, CEO & Co-Founder COPPLIFE

Speakers

Business Program

24/11, Open Hall

Fashion fusion. Fashion as a tool for cultural dialogue

Open Hall, 24/11, 11:00–11:45

Fashion is not just clothing, but a powerful tool for cultural dialogue. Modern designers weave elements from various cultures into their collections, creating unique and inspiring looks. Eastern motifs blend seamlessly with Western silhouettes, while traditional elements from Indigenous cultures are reimagined through the lens of advanced technologies and innovation. For instance, Gucci and Natori merge Chinese embroidery with classic Italian style, while Balenciaga adapts elements of traditional African textiles. But how can we preserve the authenticity of cultural heritage while avoiding its commercialization and the mainstreaming of its authenticity?

1. How can designers respectfully and thoughtfully incorporate elements from diverse cultures without distorting their true significance?
2. What examples of successful cultural interaction in fashion can be considered exemplary?
3. How can designers shape new trends in fashion while showing respect and preserving an understanding of cultural traditions?

Speakers

Moderator

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With a single click. Trends in mobile app development

Open Hall, 24/11, 13:45–14:30

Every year more and more users start purchasing with their smartphones. As a result, businesses are dynamically adjusting their websites for mobile devices, and applications are becoming an integral part of the Russian fashion market, which radically changes the way brands interact with consumers. Functions for social networks are being introduced like purchase sharing, challenge participation, and getting likes and comments from other users. This makes apps more interactive and creates a community around the brand. Much attention is paid to simplifying interfaces and improving overall user experience. Brands strive to create apps with an intuitive interface, fast loading pages, and minimalist design to retain users' attention and encourage them to interact with the app more often. As part of the session with key industry experts, we will discuss how new technologies and innovative approaches are transforming UX and influencing the future of fashion in Russia.

1. How to make an application that people will use?
2. What changes in consumer behavior should an e-commerce app consider in 2025?
3. Focus on evergreen trends development — security, intuitiveness and personalization. Are they still relevant today?

Speakers

Moderator

No secrets. Innovations in design

Open Hall, 24/11, 14:45–15:45

The fashion world in 2024 is undergoing a revolution driven by innovative technologies that are transforming not only the process of creating clothing and accessories but the very essence of fashion itself. Designers are incorporating cutting-edge technologies like artificial intelligence and 3D printing into their collections, accelerating processes, enhancing functionality, and reducing waste. AI can predict trends, analyze markets, and generate designs based on a deep understanding of shapes and textures. These are not just buzzwords

- such solutions are already being implemented by leading brands, allowing them to create products that are both beautiful and functional.
1. How are AI and other modern technologies transforming traditional methods of creating collections? What is their significance for the future of the industry?
 2. Which innovations remain undiscovered by most brands, and could they become sources of competitive advantage?
 3. How can designers find the balance between innovation and preserving the unique qualities of craftsmanship in an era of digital solutions?

<u>Speakers</u>	<u>Moderator</u>

BRICS+ experience exchange. Fashion export without borders

Open Hall, 24/11, 16:00–16:45

Exporting fashion products and exchanging experience between designers, manufacturers and retailers from BRICS+ countries have long become powerful tools for strengthening cultural ties and promoting creative industries on the global market. In the context of globalization, the fashion industry is taking on new forms and meanings, going beyond national borders and opening up broad prospects for international cooperation. BRICS+ countries are joining forces to create a unified fashion export platform, leveraging their unique traditions, innovations and resources.

1. What are the prospects for joint promotion of fashion brands from BRICS+ countries on the global market?
2. What barriers exist to exporting fashion products and how to overcome them?
3. How can experience and technology sharing contribute to the fashion industry development in BRICS countries?

4. What tools and strategies can strengthen interaction between fashion businesses and designers of BRICS+ countries?

Speakers

Moderator

From concept to collection. Checklist for launching a fashion brand

Open Hall, 24/11, 17:00–18:00

Many young designers face challenges at various stages of establishing a brand: from finding a unique idea and choosing materials to managing production and promoting the product. Without a clear plan and understanding of the market, it is easy to miss important details, which can lead to financial losses and failure at the very start of the project. Therefore, each stage of this process requires careful consideration and a strategic approach. During the session, experts will discuss how to turn a creative concept into a successful collection that can conquer the market. Moreover, they will provide a practical checklist for launching a fashion brand.

1. Where to start creating a fashion brand and how to properly develop a collection concept?
2. What key steps should be included in a brand launch plan to minimize risks?
3. What marketing strategies are most effective for bringing a new collection to the market?
4. How to determine the target audience and set up sales channels?
5. What mistakes do young designers most often make and how to avoid them?

Speakers

Moderator

Business Program

24/11, Grand Hall

Smooth landing. Building relationships with Russian buyers

Grand Hall, 24/11, 11:00–11:45

Today, a key aspect for foreign fashion brands is the development of a smooth landing strategy, which is gradual and effective adjustment to Russian cultural code. Russian fashion market, with its unique traditions and growing demand for high-quality and innovative products represents a promising direction for international brands. The landing strategy requires considering regional characteristics and adapting offers to different consumer segments.

1. What strategies will help international brands adapt their products and marketing to Russian audiences while maintaining their identity?
2. How to identify and consider specific stylistic preferences of Russian consumers? What cultural nuances should be considered when promoting fashion products?
3. What approaches to cooperation with Russian retailers and designers will be the most productive? How to find and establish long-term partnerships?

Speakers

Moderator

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Cultural appropriation as a method. Usage patterns and reception questions

Grand Hall, 24/11, 12:00–13:15

In the fashion industry, there is a fine line between cultural borrowing and cultural appropriation. Designers around the world frequently draw inspiration from various cultures, sparking debates about what constitutes genuine respect and what is pure commercialization. Examples of unsuccessful borrowing include the use of traditional Native American headdresses at festivals and the controversy surrounding Louis Vuitton's collection featuring the keffiyeh. How can brands and fashion houses engage with cultural heritage respectfully? What steps should they take to avoid turning meaningful symbols into trends devoid of their original significance?

- 1. Where does the line between cultural borrowing and cultural appropriation lie in modern fashion?
- 2. How can brands incorporate elements from different cultures while preserving their authentic meaning?
- 3. Is there an ideal model for collaboration between designers and the bearers of cultural traditions?

Speakers

Moderator

Style icons. How influencer marketing works

Grand Hall, 24/11, 13:45–14:45

Fashion influencer marketing is one of the fastest growing market segments that has already reached a multibillion turnover. Due to their authenticity and proximity to the audience, fashion bloggers successfully compete with traditional advertising channels. They can provide coverage, work for recognition, form a verified perception among those who are already familiar with the brand, and also promote products and services. During the session, speakers will discuss exactly how influencer marketing works and how powerful this mechanism can be.

1.How do brands choose their faces and what strategies are most effective in leveraging the influence of style icons? 2. Is the influencer institution changing? 3. Which content formats will be most effective in the near future?

Speakers

Moderator

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Artifact of history. Crafting processes in the fashion world

Grand Hall, 24/11, 15:00–16:15

Contrary to mass production, craftsmanship preserves traditions and techniques passed down from generation to generation, which allows the creation of objects with a unique character and high aesthetic value. These processes require not only technical skill but also a deep understanding of materials, history and cultural contexts, allowing fashion to serve as an expression of individuality and cultural identity. In a modern world where fashion is often the subject of fast-changing trends, artisanal approaches are a reminder of importance of slow and thoughtful production and the value of handicrafts that has remained relevant for centuries.

- 1. How does international expansion of fashion brands affect unique craft traditions of different cultures and how can they be maintained and adopted in a global marketplace?

2. Could craftsmanship be the answer to the fashion industry's overproduction crisis?
3. Which contemporary designers or brands are most successful at integrating craft processes into their collections?
4. How can modern technologies such as 3D printing, virtual reality or artificial intelligence contribute to development of craft production while preserving its uniqueness and traditions?

Speakers

Moderator

Not a luxury but a necessity. Insider's perspective on the luxury industry

Grand Hall, 24/11, 16:30–17:30

There is no doubt that from the moment of its inception, every brand cherishes the dream of taking its rightful place in the world's most prestigious platforms: on the shelves of TSUM, among the windows of GUM, in the halls of Galeries Lafayette, or on the central streets of Shanghai. But now in Russia, in the era of major transformations, when we have learnt to look inside ourselves, when there is so much pressure, and in general the whole situation in retail has been turned upside down — brands that think of themselves in the premium category are facing quite a serious number of challenges today but continue to remain important elements of both the national and global fashion ecosystem.

1. Can Russian fashion offer the world a new concept of luxury?
2. How are preferences and behavior of wealthy consumers changing in response to economic challenges, and how can brands adjust their strategies to these changes?

- 3. Russia is currently a clothing manufacturer but not a designer — yes or no?
- 4. Moscow audience has already matured enough to buy smart fashion — is it so?
- 5. How are digital technologies and social media transforming the luxury market, and how are Russian brands using these tools to increase their competitiveness?

Speakers

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Moderator

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Business Program

24/11, Chamber Hall

Marketplaces and fashion brands. Conflict of interest or shared values?

Chamber Hall, 24/11, 11:00–11:45

In the life cycle of an office person, marketplaces have become malls into which we always have time to “visit” after or during work. Marketplaces have also radically changed rules of the game for fashion brands. On the one hand, they offer unique opportunities to expand their audience and increase sales, and on the other hand, they pose new challenges for brands in terms of image management, price control and customer interactions. What strategies do companies choose to successfully collaborate, what risks and rewards do they see, and how do these relationships shape the future of fashion retail?

1. What is the relationship between fashion brands and marketplaces in Russia? Is this cooperation beneficial for both parties?
2. How can fashion brands maintain their unique identity and values while working with large marketplaces that seek to standardize the shopping experience?
3. How has the approach to promoting fashion brands changed under the dominance of marketplaces?
4. What will be the future of interaction between fashion brands and marketplaces in Russia? Can the development vector of such relations be changed, and what new forms of cooperation may appear?

Speakers

Moderator

Neural network and customer experience. How to use AI in retail

Chamber Hall, 24/11, 14:00–14:45

According to expert forecasts, the global AI market in retail will reach \$38.92 billion by 2029, and already about 40% of retailers use neural networks to solve their business tasks. Algorithms can analyze data in real time — identify behavioral patterns and offer personalized recommendations and optimal pricing strategies, which helps increase profits and competitiveness and optimize business processes. The use of artificial intelligence in retail opens new horizons for business, offers innovative approaches to interacting with customers and optimizing internal processes. In a rapidly changing market, companies using the power of AI have every chance to take leading positions.

1. AI can probably help with everything: from implementation of chatbots that will solve problems encountered by users instead of humans, to analysis of sales data, seasonality of purchases, and demand forecasting. But what are the limitations when implementing AI in retail?
2. Personalization at a new level. How can using neural networks for customer behavior analysis lead to creation of fully personalized stores?
3. AI and emotional intelligence. Can neural networks learn to recognize customers' emotions and respond to them? What prospects and challenges does introduction of emotionally intelligent systems in retail bring?
4. How far can such technologies go in creating a human-like shopping experience?
5. How to maintain a balance between the customer's and business's interests?

Speakers

Moderator

Workshop by the stylist school

Chamber Hall, 24/11, 15:00–15:45

In the world of fashion and self-expression, forming your own style is an important step towards creating a unique identity. During this interactive panel discussion, leading stylists and fashion industry experts will discuss how to find harmony between current trends and personal preferences. Participants will learn how style can become a tool of self-expression,

influence how people see themselves and are seen by the others. Speakers will share some practical advice on creating individual looks, sorting out the wardrobe and adopting fashion trends in accordance with one's own features and lifestyle. An important part of the discussion is experience and opinions sharing in a real-time format, where participants will be able to ask questions and get customized recommendations.

Speakers

Moderator

Fashion Stream. Promotion from the new generation

Chamber Hall, 24/11, 16:00–17:00

With development of digital technology and social media, the younger generation is changing rules of the game in the fashion industry. Streaming platforms and live streams, whose active users are Generation Z, are becoming powerful tools for promoting brands and collections. These new formats allow us not only to reach a wider audience but also establish a deeper connection with the consumer, offer them a sense of direct participation and involvement. However, not all brands are ready for these changes and might have to struggle to integrate these tools into their marketing strategies.

1. How can brands adapt to new marketing formats and use them to promote their products?
2. How is the new generation inspiring designers?
3. Which platforms and formats are most effective at reaching young audiences?
4. How does streaming change the approach to promoting fashion brands and interacting with audiences? Can we say that TikTok and streaming platforms have become more important than traditional promotion channels?
5. How to measure effectiveness of streaming campaigns and their impact on sales?

Speakers

Moderator

Business Program

24/11, Open Hall

From hobby to hype. How self-taught designers challenge masters

Open Hall, 24/11, 11:00–11:45

The classical school of design certainly has its advantages, and we continue to admire the work of those who graduated such famous schools as London's Central Saint Martins and Antwerp's Royal Academy of Fine Arts, whose collections cause a real sensation at Fashion Weeks every year. However, no less interesting are promising self-taught designers who have a unique sense of fashion trends. Despite the lack of some formal qualification, they boldly go beyond the usual concepts and paradigms in their creativity. When little-known self-taught designer Tom Ford took over Gucci, some experts were sure the company was not going to live any longer. However, he managed to turn Gucci into one of the most coveted brands in the world. Lack of formal education did not stop Jacquemus from winning the LVMH Prize and creating accessories that have become the most favorite among it-girls in fashion capitals. What stands behind this phenomenon?

1. How does passion and talent allow ambitious newcomers to beat established industry masters?
2. Who is a true fashion leader, and who is dragging along in the past?
3. How are social networks and bold ideas changing fashion, blurring the boundaries between hobby and professionalism, and how is the very status of a fashion designer changing against this background?
4. How do the society and the fashion industry take self-taught designers? Are there any prejudices or quite the opposite — admiration for their work? Do they have to make extra efforts to prove their right to exist?

Speakers

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Moderator

Fashion from afar. Cross-cultural exchanges through international events

Open Hall, 24/11, 13:30–14:45

The interaction of various cultures in the fashion industry creates unique trends that emerge on runways across the globe – from Shanghai to São Paulo. International events serve as platforms for cross-cultural exchanges, where designers and stylists share their visions and highlight their cultural heritage. Whether it is Japanese minimalism, vibrant African prints or Latin American motifs, they not only inspire designers to create new collections, but also generally contribute to a fruitful dialog about culture, mutual respect and inclusiveness. Nevertheless, in the process of cross-cultural exchanges through international events, the industry faces important questions. Where is the line between cultural appropriation and exchange? How can superficial borrowing be avoided, ensuring that collections remain truly authentic? And finally, how do these exchanges affect local fashion industries – do international fashion events help small brands from developing countries to break into the global market?

1. How do international fashion events facilitate cross-cultural exchanges in the fashion industry?
2. Where is the line between cultural exchange and appropriation in fashion?
3. How do international events contribute to the development of local brands?

Speakers

Moderator

TED talk series

Open Hall, 24/11, 15:00–15:45

15:00-15:20 Topic: How to research the target audience of a fashion brand?

Speaker: Daniya Tkacheva, Business consultant on sales management and strategic development of fashion brands

Speaker

Designing emotions. The reason we choose a brand

Open Hall, 24/11, 16:00–17:00

Why does one fashion brand give us a feeling of uniqueness and belonging to a private club, another — a feeling of comfort and relaxation, and a third one — a mood of celebration and luxury? The answer lies in the details which create unique emotional experience reflecting our personal values and aspirations. In the world of fashion, it's not just a purchase — it's a choice of how we want to feel and how we want others to see us, and it goes much deeper than just choosing clothes. This process known as designing emotions, plays a key role in shaping our attachment to a brand. Why do some brands become our favorites, making us return to them over and over again? This is not just about fashion but also about how brands skillfully play with our emotions, creating unique stories and experiences.

1. Remarkable cases of integrating emotional design into marketing campaigns and product lines.

- 2. What strategies can brands use to strengthen emotional connection with customers in a highly competitive environment? How can brands differentiate themselves through emotion design?
- 3. What metrics and tools are used to measure emotional impact of a brand?
- 4. Are there specific cases where emotional design has become a key factor of success?

Speakers

Moderator

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Heritage Exhibition

24/11, Foyer

Foyer, 24/11, 11:00–17:00

Heritage Exhibition

24/11, Foyer

Foyer, 24/11, 11:00–17:45

Heritage Exhibition

24/11, Foyer

Foyer, 24/11, 11:00–17:00

Workshops & masterclasses

24/11, Foyer

How to solve the development problems of Chinese designer brands

Foyer, 24/11, 10:30–11:30

Lecture

Foyer, 24/11, 11:30–12:30

Reviving Traditional Techniques for a Greener Future

Foyer, 24/11, 12:30–13:30

Making Traditional Turkmen Aladja: Process, Technique and Meaning

Foyer, 24/11, 13:30–14:30

Design as a Social Change Tool

Foyer, 24/11, 14:00–15:00

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

Foyer, 24/11, 15:30–16:30

“If we want to stand out, inspiration is the starting point for any collection”

Creative process and prototype development

Foyer, 24/11, 16:30–17:30

Workshops & masterclasses

24/11, Foyer

How technology transforms product management in luxury fashion

Foyer, 24/11, 10:30–11:30

The Art and Heritage of Laos

Foyer, 24/11, 11:30–12:30

Low Fashion strategy

Foyer, 24/11, 12:30–13:30

Cultural code: collection and fashion journey experience

Foyer, 24/11, 13:30–14:30

Beaded Belt workshop

Foyer, 24/11, 14:30–15:30

The iconic traditional garments — the Barong Tagalog and Filipiniana

Foyer, 24/11, 15:30–16:30

Workshops & masterclasses

24/11, Foyer

Fabrics of Uzbekistan

Foyer, 24/11, 10:30–11:30

Tips for accurate pattern creation

Foyer, 24/11, 11:30–12:30

Desert palm

Foyer, 24/11, 12:30–13:30

The Work of the Artisans in El Salvador

Foyer, 24/11, 14:30–15:30

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

Foyer, 24/11, 15:30–16:30