

POST-RELEASE

ORGANIZERS HAVE SUMMED UP THE RESULTS OF INTERFABRIC-2017.AUTUMN EXHIBITION



On **August 28 - 30, 2017** in Moscow, at Expocentre, Krasnaya Presnya, the **III International Exhibition of Fabrics and Textile Materials "INTERFABRIC-2017.Autumn"** organized by the Russian Union of Entrepreneurs of Textile and Light Industry with the support of the Ministry of Industry and Trade of the Russian Federation, the Commerce and Industry Chamber of the Russian Federation and the Russian Union of Industrialists and Entrepreneurs took place.

The exhibition was organized in the autumn period for the first time and since this year has entered a constant semi-annual cycle. The autumn INTERFABRIC exhibition has grown by **15%** compared to the spring edition, held this year, from February 20 to 22. More than **100** companies of manufacturers and suppliers of fabrics, knitted fabrics, lace, yarn, accessories from **15** countries demonstrated their products. Autumn exhibition was visited by more than **6,5 thousand** professionals of the branch.

The exposition of the INTERFABRIC exhibition was presented by the **leading Russian companies**: Vologda textile mill, Verona, Krasnye tkachi, KOTMARKOT, Mekh Oretex, Mirteks, PAN tkan, Sverdlovsk worsted wool factory, Union of textile companies, Thermopol, Shuyskie Sitsy Cotton Plant, Eksuvi, and others.

Among the international participants there were companies from Italy, France, Great Britain, Belgium, Spain, Portugal, Latvia, India, Turkey: Miroglio, MICHELANGELO, Dutel création, ACCENTI, BACUS, Sophie Hallette, Tessitura Attilio Imperiali, Bennett Silks, BUGIS SAS, ESPERO, Fabric House, TISS-et-TEINT, JANVIER GRUSON PRAT, JEAN BRACQ SAS, KBC Fashion, Lanificio guasti, Lanificio Paoletti, LegaTessile, OZEL TEKSTIL, RESTYLE SIA, SERGITEKS, Textus, etc.



Opening the INTERFABRIC-2017. Autumn exhibition, the **State Secretary, Deputy Minister of Industry and Trade of the Russian Federation Viktor Yevtukhov** stressed that "the exhibition has established itself as an authoritative international platform for demonstrating trends in the development of light industry, acquaintance with innovative products and other innovations in the

industry. In addition, a busy business program of the forum, in which authoritative experts of the industry and business communities participate, will help to identify the most problematic points of the light industry and the most effective ways to solve these problems. "



In his speech, the president of the **Russian Union of Entrepreneurs of Textile and Light Industry Andrey Razbrodin** noted that "we were not mistaken in planning an exhibition for the autumn. This is evidenced by a very large number of enterprises that presented their expositions at the exhibition, which indicates an increasingly stable trend in production growth in a number of sub-sectors of the light industry. And, first of all, in the textile sub-sector, in the production of fabrics and textile materials, which is connected both with various forms of state support for the industry, and with the successful implementation of business projects, and their number in the light industry, I note, does not diminish. "

Vice-president of the Chamber of Commerce and Industry of the Russian Federation Elena Dybova, founder of the Solstudio Textile Design Alexandra Kaloshina, an active member of the High Fashion Association Irina Krutikova also greeted participants and guests at the opening of the exhibition.

For the first time in Russia, within the framework of the III International Exhibition of Fabrics and Textile Materials INTERFABRIC-2017.Autumn, the **Textile Expert Forum** was organized, a zone in which each company had an opportunity to show the best samples of its new collection. The goal of the forum is to enable visitors to see the general directions of the autumn-winter 2018/19 season. It is a concentrate of trends, key areas and key topics needed to create and develop a collection of clothing.

The materials presented at the forum helped the visitors to quickly find the fabric manufacturer they were interested in, as each sample had the name and stand of the company.

The result of the forum's work was the **INTERFABRIC Award**, formed at the choice of a professional jury, which chose the four best samples presented at the forum. The jury (*designers I.Krutikova, V.Andrianova, V.Zubets, L.Norsoyan, J.Ivanova, G.Kryuchkova, N.Cherkasova, A.Kaloshina*) in its choice took into account the quality of the fabric that consumers are interested in this season: originality with the point of view of decoration, finishing, innovation in technology, as well as fabrics with unusual tactile qualities and the ability of the fabric to transmit and evoke emotions.



Verona (Russia) became the winner in the 'Urban Culture' category, in the 'Digital View' category - **MIRtex** (Russia), 'Eco Platform' - **RESTYLE** (Latvia), 'Irreal World' - **Bennett Silks** (Great Britain).

In the framework of the exhibition within three days, the visitors were offered a rich business program: plenary session, a series of profile sessions, round tables, master classes and trainings with the participation of leading professionals of the industry. About 1000 participants of the exhibition

took part in business events.

Authoritative industry experts and representatives of the business community, authorities, well-known analysts and representatives of the business sector were the speakers of the business program events: Anna Lebsak-Kleimans, Inga Mikaelyan, Irina Borodavko, Elena Rehak, Svetlana Romanova, Maria Kulikova, Konstantin Yakunin, Natalia Vstovskaya and others. Next companies were the partners of the business program sections: Fashion Consulting Group, Fashion Factory School, RBC, PRIME factoring group, Express RMS, Just Logistics agency, Romir group etc.

"The organization of such events is more and more in demand by the industry participants to enhance their own competencies, understand their position in the market and opportunities for further development," said Andrei Razbrodin, the president of the Russian Union of Entrepreneurs of Textile and Light Industry. - The program of the Workshop was structured in such a way that the event covered the entire chain of the production process - from the search and purchase of raw materials to the positioning and marketing of products to the end user. Each process was considered in stages, and in the context of the optimal options for solving various problems. "



In addition, the uniqueness of this format of the Workshop, according to A. Razbrodin, "lies in the fact that the event represents a practical and educational orientation, which allows obtaining expertise from both professional consultants and successful Russian manufacturers."

A series of workshops was completed on August 30 with the holding of a trade and purchasing session (TPS) with the

participation of well-known major retail chains - Decathlon, Glance, SELA, Finn Flare, O'stin, Baon, Forward, Modis, IKEA, Victoria Andriyanova House, METRO, and 50 Russian manufacturers of various types of light industry products. Perhaps the main result of the TPS was the unanimous opinion of retail representatives: Russian producers have significant potential to meet the demand of processors and ordinary consumers for a wide range of competitive products of the industry.

We represent the opinions of a number of experts and representatives of the business community who participated in the [INTERFABRIC-2017.Autumn](#) exhibition and in the preparation of its Business Program.



ALEXANDRA KALOSHINA, the founder of the Solstudio Textile Design, 'Radical Chic' brand of accessories:

"One of the most vivid impressions of the exhibition was, according to many visitors of INTERFABRIC-2017, the Textile Expert Forum.

Samples of the best seasonal fabrics of participating companies concentrated in one place gave an opportunity to look at the producers' view on the seasonal preferences of consumers and literally in a matter of hours to inspect a large amount of material, choose the most suitable and immediately

go to the necessary stands. This greatly reduces the time for analysis and searching for the right tissue. Such a format, collected according to thematic areas, helps to correctly orient oneself in the tendencies of the textile industry.

In addition, the trend zone of textile design was very popular. Instead of the stated two trend-tours per day, seminars were organized and held almost every hour for the most diverse audience. "

ANNA LEBSAK-KLEIMANS, *General Director of Fashion Consulting Group:*

"The business program of the exhibition provided an opportunity not only to get acquainted with the trends that form the textile industry, but also to establish personal contacts with specialists and business representatives, to find useful contacts for practical daily work. In addition, the professional team of the organizers of the exhibition created a very attractive atmosphere within the business program, balancing the business and personal communication of all participants of the program. "

Lyudmila NORSOYAN, *Fashion factory School:*

"Since the first season INTERFABRIC has attracted the attention of all professionals of the fashion industry of the country and my personal.

The request of the organizers for the creation of the world-class exhibition aroused a keen interest of potential participants - producers of modern textiles of classical and innovative directions, interested in productive information, in working contacts of visitors - developers and manufacturers of on-line apparel and designer brands in search of unique textile offers and mutually beneficial conditions cooperation.

This season we saw an excellent breakthrough - the creation of a trend-space. Worthy and at the highest level, the most advanced ideas in the field of textile and subject print (the hottest trend of the fashion industry) are presented, plus an excellent sample – presentation of the best positions of domestic and foreign textiles.

The idea of holding a review and competition of the presented fabrics on the principles of actual trends turned out to be simply cosmic! Particular pride is the choice of worthy juries (in which I had the honor to be with colleagues) - domestic textile workers.

INTERFABRIC and its organizers have set a high level of the exhibition, and I sincerely wish everyone an evolution and a revolution in the domestic fashion industry. "

DMITRY KOLYASOV, *head of the profile department of the Industrial Development Fund:*

"The participants of the exhibition and its Business Program showed considerable interest in combining financial and non-financial support tools for the industry, first of all, through the state information system of industry. It will be noted, in this connection, that this system is actively developing and filling with services that have practical relevance for enterprises. One of its key services is a catalog of industrial products where the enterprise can post free information about the



products it produces. This catalog is integrated with an electronic trading platform and marketplace that significantly expands the markets of sales of manufactured products.



As the discussions in the forum showed, access to more than five hundred measures of support from development institutions is becoming more and more important for producers, which contributes to expanding the capacity of enterprises to attract financial resources for investment projects. "

SOFIA ALIBEKOVA, *Deputy Head of External Communications Department, Innovation Promotion Foundation:*

"I would like to note the high level of the organization of the event, the professional approach to the business, the rich and interesting Business Program. The professionals of the industry discussed the current issues of the development of the domestic light industry and worked out solutions to address its pressing problems. I am sure that the participants have learned

a lot of new knowledge, contacts. See you at the next forum! "

GENNADY SUVOROV, *General Director of the Elena Shipilova Fashion House:*

"I was pleasantly surprised by the number of participants in the Workshop and its good organization. Based on the lively discussion and questions from the audience, the round table on marketing and branding raised very topical issues. At the same time, it was also pleasant for the panel discussion participants to get a feedback. Such events, including workshops, should be held regularly. "

Zheng Gina, *expert of the foreign trade department of Jiangsu Sunshine Group (Jiangsu Province, PRC):*

"We have seen during the exhibition that a very wide range of its participants and guests shows a growing interest not only in the industry's products, but also in new industry technologies, in respect of expert estimates and forecasts in the field of light industry and related industries.



The company produces a diverse range of woolen and blended products, raw materials are supplied from Australia and New Zealand: in these countries it is still the most qualitative and affordable.

In recent years, the use of Chinese raw materials has increased, but although it is relatively cheap, it is yet inferior to the imported in quality. On the Russian market, our products were widely represented, but due to the devaluation of the ruble, the demand of the processing sector and ordinary consumers declined, and in my opinion, the demand of the processing sector and ordinary consumers continues to decline, although many exhibitors and visitors showed interest in our products, which allows us to hope for a recovery in demand for it. But this depends, mainly, on the exchange rate and, therefore, on effective demand. These same factors are the main, in my opinion, for the dynamics of foreign investment in the Russian light industry. "

The next, **IV International Exhibition of Fabrics and Textile Materials INTERFABRIC-2018.Spring** will be held from **March 20 to 23, 2018** in Moscow, at the Expocentre, Krasnaya Presnya, Pavilion No. **3**, within the framework of the **'Russian Textile Week-2018'**.

We invite you to participate!

More detailed information can be found on the website of the exhibition: www.interfabric.ru.

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