

## **FAIR OF CLOTHING AND FABRICS – POZNAŃ FASHION DAYS** **4-6 September 2007**

**The fashion show in Poznań** is once again developing in the right direction. This results from our close listening to opinions from the sector and reacting to its needs. Three specialist contracting exhibitions have been established for professionals, producers and traders operating on the fashion market. These are: Next Season Contracting Exhibition, Body Style Exhibition of Lingerie and Beach Fashion and the first ever Special Days Exhibition of Wedding, First Communion and Evening Fashion.

**The Fair of Clothing and Fabrics** is complementary to this offer.

### **From needle to technology**

You can find here both needles, threads, yarns, as well as equipment for clothing shops: counters, shelves, displays, mannequins and exposition systems. Both tapes, thongs, stiffeners, trimmings and other tailor's accessories, sewing machines and ironing devices. Jewellery and new technologies. Clothes design software and packaging.

The most colourful exposition includes fabrics, knitwear and clothing accessories: unique hand painted garments, silk shawls and scarves. A whole range of the most fashionable fabrics, ladies' wear and men's clothes will be presented at stands. A rich offer of accessories will serve as a complement to even the most refined clothing collections. Scarves, belts, gloves and various types of headgear (hats, caps, berets, peaked caps) will be aplenty.

### **Fashion Navigator**

What shape? What fabrics and colours? What designs? All fashion trends for the spring-summer 2008 season will be brought together on a special trade fair space. PIF and the Editorial Board of *Portal Polskiej Mody* and *Moda.com.pl* have organised the **Fashion Navigator Trends Forum** for the fourth time. It is an area prepared specially for all those who have to know more about the upcoming trends as early as possible, i.e. traders, producers of clothes, fabrics and accessories, and stylists.

The Navigator exposition will have two parts. The first one will include stylised mannequins to present the best designs of clothes and lingerie collections of Polish and foreign companies for the spring-summer 2008 and autumn-winter 2007/2008 season. The other part will feature posters to show trends in fabrics and accessories for the spring-summer 2008 season. The Fashion Navigator is the best preview of trends that we will see on the streets in the spring and summer.

Companies offering ladies' wear, men's and children's clothes, evening and bridal dresses, lingerie, handbags and accessories will participate in the Forum.

### **With style and professionalism**

How are fashion trends created? This question will be answered during one of lectures organised to explain the latest fashion trends. Seminars and discussions about design and trends will focus on developments in ladies' and men's fashion for the spring-summer 2008 season and trends in fabrics and accessories for the autumn-winter 2008/2008 season. We will find out what business fashion is all about and what fashionable individualism involves.

### **Word-of-mouth marketing and more**

Not only producers, designers and stylists will participate in lectures. A rich offer of training and seminars has also been prepared for traders and shop assistants. They will find out how to communicate messages with colours, what are the properties of modified chemical fibres, what applications they have in fashion and what we should know about woollen products. They will also learn about franchising systems in the apparel industry and discover the tricks of the word-of-mouth marketing in this sector. An expert will also teach them how to examine the competitors' outlays on advertising and public relations.

### **Cooperation with Uzbekistan**

**The cooperation exchange with Uzbek companies** will be a new event at the autumn edition of the Fair of Clothing and Fabrics. It is organised by the Polish Agency of Enterprise Development in cooperation with the Chamber of Industry and Commerce of the Republic of Uzbekistan and the Embassy of the Republic of Uzbekistan in Warsaw.

The cooperation exchange is a well-tested form for effective establishment of contacts by small and medium-sized enterprises searching for business partners, information about international markets and new technologies. It is also a great opportunity for such companies to strengthen their market position and look for new geographies.

**9 Uzbek companies** will participate in the Poznań cooperation exchange. Polish entrepreneurs from the textile sector who want to establish business contacts with Uzbek companies will participate in a seminar entitled: ***The Uzbek textile market – cooperation and investment opportunities***. The seminar will be held **in Pavilion 3 on 4 September at 4 pm**. Uzbekistan is currently one of the leading producers of cotton and silk. Good raw materials, cheap labour and numerous investment and tax incentives make the Uzbek market very popular among foreign investors.

### **The Gold Medal and the Acanthus Aureus Award**

There can be no show without medals and awards. Products evaluated by the Competition Jury as the best, the most innovative and in line with the highest standards will receive the **PIF Gold Medal**. Exhibitors who can boast the most interesting stands that are well-designed and well prepared for the implementation of the corporate marketing strategy will receive the **Acanthus Aureus Awards**. All awards will be presented to the winners at the **Exhibitors' Evening held in the WTC room in Pavilion 5 on 4 September at 7 pm**. The guests will be able to admire the *Special Days* bridal dress show.

### **Exposition: Pavilion 3**

**Opening times:** 4 and 5 September – 10 am – 6 pm

6 September – 10 am – 4 pm

**Ticket prices:** 4-6 September – PLN 15; after registration – PLN 10