

FAIR OF CLOTHING AND FABRICS – POZNAŃ FASHION DAYS **5-7 March 2007**

The Fair of Clothing and Fabrics – Poznań Fashion Days is a complement to the Next Season Contracting Exhibition, the Exhibition of Lingerie and Beach Fashion Body Style and the Fair of Shoes, Leather and Leather Goods.

A new formula

The upcoming spring edition of the show is the result of our efforts taken to change the formula of the light industry trade show in Poznań. Presentations of a wide range of offers of textiles, clothing and new fashionable accessories are accompanied by a rich programme of events: seminars and training courses for traders, meetings and shows for designers and manufacturers, as well as special areas.

From trimmings to computer software

Exhibitors from Belgium, China, the Czech Republic, France, Germany, Greece, Hungary, Italy, Pakistan, Poland, Portugal, Russia, Spain and Ukraine will present their products.

Trade fair stands will be full of apparel, fabrics, knitwear, tailor's accessories, artificial jewellery, as well as computer software for designing clothes.

Fashion Navigator

Special areas are the strength of the show. This is where the latest and most interesting trends meet.

The Fashion Navigator – the Forum of Trends in Fabrics, Accessories, Clothes and Lingerie, organised by PIF and the Editorial Board of *moda.com.pl* will be a venue for such a meeting at the March Fair of Clothes and Fabrics. The Fashion Navigator has been prepared for all those who have to know earlier: designers, stylists, clothes producers. The exposition located in the centre of a trade fair hall will be a place for presentations of the most interesting designs in fabrics, accessories and apparel that will soon be launched on the market.

The exposition will have two parts. One will focus on **Current Apparel and Lingerie Trends**. Stylized mannequins will present the best designs from Polish and foreign collections for spring-summer 2007 and autumn-winter 2007/2008. The other part will present **Trends in Fabrics and Accessories** for the upcoming autumn-winter season. Four boards with collages of fabrics and accessories will reflect dominating trends in colours, textures and patterns.

Time for the young

The Fair of Clothing and Fabrics is also a good opportunity to promote young talents. The **Future** project prepared by Iлона Kanclerz in Pavilion 3 will feature an exhibition and daily fashion shows. The idea of the project is to promote young gifted designers who have just started their adventures in the world of fashion.

Additionally, works of students of the **Reymont Clothing School in Poznań** will be presented in Pavilion 10.

For the buyer and the stylist

A very rich offer of seminars, training courses and lectures will bring many benefits both to traders and sellers, and to designers, stylists and producers. The Speaker's Corner focusing on sales techniques and efficient marketing has been prepared for the former while the latter will surely visit the Speaker's Corner devoted to discussions about fashion design and trends.

The topics of seminars and meetings seem attractive. They range from training in the area of yarn types and their features to colour trends in apparel; from the psychology of colours in sales to trends in fabrics; from effective PR in clothing companies to a lecture on the upcoming autumn-winter season as the season of harmony and contradictions; from hiding imperfect body shapes by selecting the right apparel to trends in men's fashion.

The Gold Medal and the Acanthus Aureus Award

The best exhibitors of the Fair of Clothing and Fabrics will receive the **PIF Gold Medal** and the **Acanthus Aureus Awards**. The Gold Medal is presented for the best top quality products with innovative technological solutions. **Acanthus Aureus** is an award for the best designed stand that is prepared to implement corporate marketing strategies. The results of the **Mister and Junior of Light Industry Exports Competition** organised by the Polish Chamber of Commerce will also be announced. The winners will receive their awards at the **Exhibitors' Evening** held in Pavilion 11 on **5 March at 7 p.m.**

For a detailed programme of events, please refer to the Exhibitors' Catalogue.

Exposition: Pavilions 3 and 10

Opening times: Monday, Tuesday 10 a.m. – 6 p.m.; Wednesday 10 a.m. – 4 p.m.

Ticket price: 5-6 March – PLN 10

5-6 March – PLN 5 (for registered visitors)

7 March - PLN 5