

Fair of Clothing and Fabrics

4-6 September 2007

The **Fair of Clothing and Fabrics** was one of many events for the clothing sector professionals organised by the Poznań International Fair in September.

The fair was an excellent complement to the Next Season Contracting Exhibition, the Exhibition of Lingerie and Beach Fashion Body Style and the first ever Special Days Exhibition of Wedding, First Communion and Evening Fashion. Traders ordering collections at contracting exhibitions could obtain fashionable accessories at the Fair of Clothing and Fabrics.

The interesting exposition, spectacular shows, training programmes, seminars and lectures attracted crowds of visitors, spectators and participants. The total number of visitors on three trade fair days reached 8,500.

Berets, peaked caps, hats

The trade fair exposition attracted visitors with its abundance and variety. One could choose between the most fashionable fabrics, clothes and accessories. Artificial jewellery was aplenty, including: small and large beads, pendants, bracelets, earrings and brooches. Unique hand painted shawls, scarves and garments attracted attention. One could pick and choose from among hundreds of belts and gloves. The variety of headgear was overwhelming: from the simplest berets, through caps and peaked caps in fashionable cuts and colours, up to fancy hats.

Tailor's accessories, sewing machines and ironing devices were also aplenty.

Natural style and pop exoticism

All those who were looking for leading themes in the richness of trade fair offers, all those who wanted to find out what fabrics, designs and colours would be fashionable in the spring and summer of 2008, all those who were wondering how to create a fashionable image could find solutions to their problems on a special trade fair area. PIF and the Editorial Board of *Portal Polskiej Mody* and *Moda.com.pl* organised the ***Fashion Navigator Trends Forum*** for the fourth time. Similarly to the most important European trade shows, trends for the spring-summer 2008 season, information about colours, fabrics and cuts were presented. The Fashion Navigator was a valuable source of knowledge for all those who have to know earlier about upcoming trends, i.e. for producers of clothes, fabrics, accessories, for traders and stylists. Clothes designs from Polish and foreign collections were presented on stylised mannequins. Trends in fabrics and accessories were depicted on special posters. (The visitors and exhibitors could not only see the dominant colours of the season, but also obtain thread colour samples.) The spring-summer 2008 season was defined by four themes: fluency, naturalness, structure and pop exoticism.

Science for fashion

Trends in ladies' and men's fashion for the spring-summer 2008 season were not only presented on the area of the Fashion Navigator, but also analysed during ***seminars and lectures***. Such meetings were devoted to such issues as the creation of fashion trends, the essence of business fashion and general principles for a diplomatic dress code.

There were even lectures related to psychology: traders could learn how to recognize their customers' personality types in order to recommend which clothes to buy. There were also lectures devoted to marketing. The reasons for decreased efficiency of classic advertising in the apparel industry were analysed. Traders wondered how to effectively invest money earmarked for advertising.

Cooperation with Uzbekistan

Polish traders could find out how to invest in the Republic of Uzbekistan. *"The Uzbek textile market – cooperation and investment opportunities"* was a seminar for Polish entrepreneurs interested in establishing business contacts with Uzbek companies. The seminar was held at the **cooperation exchange with Uzbek companies** organised by the Polish Agency of Enterprise Development together with the Chamber of Industry and Commerce of the Republic of Uzbekistan and the Embassy of the Republic of Uzbekistan in Warsaw. Nine Uzbek companies participated in the Poznań cooperation exchange.

Gold Medals and Acanthus Aureus Awards

Three products presented at the Fair of Clothing and Fabrics received the PIF Gold Medal. Here is the list of winners: bi-elastic knitted clothing inserts produced by Fabryka Wkładów Odzieżowych "CAMELA" from Wałbrzych, RENATA coat by Spółdzielnia Wielobranżowa from Poznań and a set featuring: "Selena" hat, "Lisa" cap and "Selena" scarf produced by WILLI Piotr Łojek from Warsaw. WILLI also won the Acanthus Aureus Award for a trade fair stand best prepared for the implementation of the corporate marketing strategy.

The spring shows will have a changed structure. The Poznań International Fair will organise the **TEX – STYLE Fair of Fabrics, Clothing and Accessories** on **4-6 March 2008**. The **International Trade Fair of Textile, Clothes and Shoemaking Machines INTERMASZ** will be held at the same time.