

Final report

the 42nd International Fashion and Footwear, and Leatherwear Fairs STYL and KABO - August 18th to 20th 2013



The 42nd STYL and KABO fairs were launched in good condition - with interim increase of exhibitors and exhibition area occupied, premiere offer of youth and independent fashion, return of textile materials section and with a unique supporting programme. It was again the biggest B2B encounter of the fashion industry for the Czech and Slovak market, where not only trends for spring/summer 2014 were shown, but where new business contacts and orders were made. "I am delighted to see that the STYL and KABO fairs have shown not only some stabilization of the actual fairs, but also some signs of improvement and light optimism in the clothing and textile industry. They are important industrial branches and it is good that STYL and KABO holds up well with them," Jiří Kuliš, CEO of Trade Fairs Brno, stated.

The catwalk in Hall P welcomed star names of the world fashion. Thanks to the cooperation with the Prague multi-brand boutique Obsession, the fair visitors were able to enjoy the works of designers Oscar de la Renta, Emilio Pucci and Elie Saab. This exclusive show prepared specially for this occasion showed several tens of designs of mostly formal dresses. The selection from current collections recently presented on prestigious world catwalks were presented in the Czech Republic only in Brno and the extraordinary experience was spiced up by the presence of top models led by Tereza Fajksová and Denisa Domanská.

The seminar of the British agency WGSN devoted to trends for spring/summer 2014 also enjoyed high visitor rate and very positive acclaim. The company World Global Style Network London is a renowned forecast agency in the field of fashion development and its leading specialist Sue Evans presented in a demonstrative way three crucial trends for the next year which are inspired in the digital world, colourful South-American countryside and traditional handiwork.

Despite the drop in domestic production, 69 Czech producers represented in all branches presented their works at the fairs. The textile materials section returned which will become part of the STYL fair each August. The section of youth and independent fashion called Fresh Fashion was an absolute innovation; it was connected to the stylish SIESTA chill-out zone for rest between the Halls.

Newcomers also included some foreign producers for whom the Brno trade fairs traditionally become a gateway to the Czech and Slovak markets. The newly presented brands included e.g. Bulgarian men's fashion

Top Men and French Sinéquanone; the fairs were a premiere for the Polish company Rocks Jeans with colourful denim trousers or Italian company La Cinque with footwear brands Laura Biagiotti, Byblos, Andrea Morelli and Aennis Eunis.

An inherent part of the trade fair were also fashion shows held on the big catwalk directly in Hall P. Shows of collections of both women's and men's fashion and collections of lingerie, swimwear alternated four times a day here. The guest to the shows was a young Indonesian designer Dian Pelangi with an original collection of designs inspired by the Muslim tradition. The fashion show "Icons of Time" by the VOSON Prague students brought the students' perspective of fashion to the fairs. The fairs also included several themed exhibitions, including a presentation of historical handbags which was prepared in cooperation with the Brno City Museum.

The supporting programme for experts did not focus only on fashion trends; further encounters hosted topics such as the issues of professional education and electronic merchandising with textile.

The Fashion Fairs also became an opportunity for ceremonial announcement of the results of the 7th competition for the Jan Pivečka Foundation Award which is devoted to young designers of footwear and leatherware. The representatives of the National Information Centre of Quality Support and Czech Footwear and Leatherware Association have officially awarded new certificates "Česká kvalita (Czech Quality)" and marks "Žirafa - Healthy Children's Footwear" to companies PERGRES, Natur Comfort and Jaroslav Režňák.

Statistics

288 foreign visitors registered at the cash offices in the Fairs STYL and KABO. They came from 14 countries, predominantly from Slovakia, Poland, Austria and Hungary. Individual visitors came from distant countries such as Indonesia, Russia, Japan or China. During the three days 66 media representatives from the Czech Republic and Slovakia accredited at the Press Centre.

Final Statistics

Basic statistic data		STYL + KABO	STYL	KABO
1	Number of exhibitors and companies represented	300	210	90
2	Number of participating countries	15		
3	Total exhibition space in m ²	8 943	6 072	2 871
4	Number of visitors	5 176		
5	Number of accredited journalists	66		

The 43rd International Fashion and Footwear, and Leatherwear Fairs STYL and KABO will be held from 16th to 18th February 2014.