

Children's FASHION Fair

Event: 24th edition of *International Children's Fashion Fair*

Dates: 11–13 September 2018

Venue: Kiev, International Exhibition Centre, 15 Brovarsky ave.

Organizer: ACCO International exhibition company

<http://www.baby-fashion.ua>

PRESS RELEASE

CHILDREN'S FASHION FAIR is a foothold for your business.

24th edition of **Children's Fashion Fair** (CFF) will start on 11 September 2018 in Kiev.

Children's Fashion is a new name given to Baby Fashion, well-known trade fair of children's wear and footwear, after rebranding in spring 2018. The fair has been held by ACCO International for over 20 years. Today it is the largest and perhaps the only one B2B children's fashion event in Ukraine. The fair held biennially is a must-visit for participants of retail apparel industry, both large chains and small stores.

Change of name speaks to the fact that the trade fair has "grown up". Its currently includes the widest range of wear and footwear for babies and toddlers, kids and teens, i.e. outerwear, casual, business & festive wear, sportswear, knitted wear, headwear, socks & tights, footwear, accessories, etc. It also includes fabrics, trims & accessories.

About 150 exhibitors will offer products of Ukrainian and foreign origin. Lots of presentations by famous brands such as Minoti, Mayoral, Reima, Lassie, Flash, Gusti, Kivat, Kuoma and others will be held.

Visitors will have an excellent chance not only to choose products but also to find more about the latest fashion trends at **Fashion Show**. The leading Ukrainian TM (CVETKOV, MARIONS, VIANI, LITTLE BABY, ARTI-MIXSTYLE, ДІБРОВА, MARGO MAGNIFIQUE) and foreign TM (REIMA, LASSIE, GUSTI, FLASH) will participate in it. So welcome to Fashion Show, where little models in their trendy outfits will hold audience spellbound.

Children's Fashion Fair is mainly a business event. As organizer, ACCO International aims at contributing to the business development of both exhibitors and visitors. This year's edition includes a series of business events, and the most of them are free-to-attend.

Store Management Action Plan for Fall-Winter 18/19, training by the best expert Gennadii Tkachenko; **Choice of Store Concept: How to Develop an Emotional Branding Strategy**, workshop by merchandising genius Vitalii Stepanenko; **Negotiations with Suppliers: Let's Break the Myth**, workshop by coach and buyer with fifteen years' experience Oleksandr Vietskyi are certainly worth attending.

Many exhibitors and visitors are Ukrainian manufacturers whose products have external competitiveness. **Reasons to Start Export Sales of Children's Wear**, workshop by international logistics specialist Mykhailo Lesniak, will be held especially for them. Workshops on online marketing by our partners will be the cherry on top.

CFF is merely intended for wholesalers and businessmen, but end customers will also find much of interest. Children's wear and footwear may be bought at open space market near the entrance.

CHILDREN'S FASHION FAIR 2018 will combine business-friendly and casual atmosphere, thus inviting to meaningful dialog and promoting new partnerships. Come and see for yourself!