

**Targi
Mody
Poznań**

TARGI BIZNESOWE



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**WEŹ UDZIAŁ
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TRADE FAIR NEWSLETTER

Poznań Fashion Fair!

On 5-6 March, in the capital of Wielkopolska another edition of the Poznań Fashion Fair will be held. Thanks to exhibitors from different parts of the world, the participants of the Fair in Poznań will have an opportunity to get to know the hottest new fashion trends for the coming season! The clothing market is one of the most dynamically developing branches of world trade, and its value is estimated at 1.3 thousand million dollars. The growing importance of e-commerce makes the industry develop constantly. According to the Fashion and Apperel Industry Report, the value of the Internet market at the end of the year is expected to reach 545 billion dollars!

Fashion in a nutshell

Poznań Fashion Fair is one of the most important fashion events in Poland, which allows entrepreneurs to establish new business contacts and provides opportunities to purchase fashionable collections. Compared to other events related to the fashion industry in the country, the Fair is a perfect place for business contracts with exhibitors participating in the event. On 5-6 March, at the MTP Poznań Expo fairgrounds in the PCC Hall, visitors will have an opportunity to get acquainted with thousands of new products from nearly 200 companies and brands. The fair will feature e.g. clothing, footwear, accessories and leather goods. The international nature of the event is confirmed by foreign exhibitors coming from such countries as Bangladesh, the Czech Republic, France, India, Sweden, Ukraine and Italy. The most numerous group of exhibitors will be, however, the group from Poland, Spain, Germany, Turkey, Iran, Greece, Russia and the UK.

Poznań Fashion Fair means a wide range of interesting stylish proposals and new trends for the coming season. Companies from Poland and abroad will have a great opportunity to get acquainted with the offer of exhibitors of popular brands, as well as family businesses, which perfectly fit into the current fashion trends. The variety of brands presented at the Fair offers the possibility of finding interesting products for large retail chains, as well as small boutiques and multi brand stores. The event will surely be attended by online shop owners, looking for interesting styling solutions for their companies.

Polish Fashion emblem

Poznań Fashion Fair for years has been supporting Polish fashion industry, as well as creativity of Designers and Clients! Thanks to the Polish Fashion project, the Fair contributes to the promotion of Polish manufacturers and strengthens the position of our domestic products not only in Poland, but also internationally. Among Polish companies we seek and find exciting and interesting brands that we present abroad. The project may be joined by companies meeting the specific assessment criteria, such as: 100% Polish production, high quality materials, originality of design, perfect details and facings. We encourage you to get acquainted with companies awarded the Polish Fashion emblem when visiting the Poznań Fashion Fair.

"Internet in Fashion, Fashion on the Internet" professionals' congress

5 March 2019, 9.00 a.m. - 1.00 p.m., Earth Hall

Participants of the spring edition of the event will have a unique opportunity to participate in the professionals' congress entitled "Internet in Fashion, Fashion on the Internet." During the Congress, we will talk about the future of the fashion industry conditioned by new technologies, in which e-commerce and m-commerce, as well as social media, force changes in business approach and concept. People taking part in the Congress will meet in one place the representatives of art schools, art and cultural institutions, lawyers, fashion journalists, representatives of virtual shopping centres popular in Poland, experts on the implementation of comprehensive e-mail and SMS campaigns, and representatives of showrooms and stylists. Topics to be discussed by the Congress guests include for example:

- **Education of designers versus business reality.** The lecture will be given by Professor Anna Regimowicz-Korytkowska from the University of Fine Arts in Poznań, head of the Fashion Design Department of the Stage Design Faculty. In her presentation, she will talk about the specific character of the Academy of Fine Arts in the context of shaping the attitudes of future fashion designers, about how the university prepares students to function in the fashion industry, and she will also answer questions whether it is worth following the fashion trends and how trends volatility affects expectations.
- **Role of institutions in promoting fashion and clothing industry.** Magda Komarzeniec from the Central Museum of Textiles in Łódź – a culture manager, communication and culture management specialist, will share her knowledge in her speech, during which she will talk about her experience in creating a collection, preparing fashion exhibitions and accompanying programmes.
- **The role of online and social media in creating demand for fashion brands and promoting trends.** How to get to a Polish female consumer? Is it worth focusing on content, Google campaign or social media? The questions will be answered by Dominika Olszyna, a culture specialist by education, professionally associated with fashion and design journalism, head of contents strategists and WP Brand Studio editorial team at Wirtualna Polska. She cooperates with such titles as Vogue Polska and Wysokie Obcasy.
- **M-commerce, i.e. innovative solutions in online sales.** The lecture will be given by Maciej Ziemczonek – an expert in SEO, SEM, performance marketing and web analytics areas, who has worked with companies such as militaria.pl, ceneo.pl and Pixers. Currently he is employed at the Domodi.pl Group, and he will tell more about M-commerce, in which the use of mobile devices plays an important role.
- **How to build customer awareness around the brand through mailing, SMS and push notifications?** The speaker from the Redlink company will talk about how to successfully build fashion brand awareness and communicate temporary promotions, discounts and sales using e-mail marketing, SMS and mobile push.
- **Organization of trade fairs as an effective marketing tool and its importance for the development of the clothing brand.** The lecture will be given by Piotr Kamiński, head of the Sales Promotion Team in Grupa MTP. An expert in the field of modern marketing with the use of digital tools.
- **Vertigo as an intermediary between fashion magazines, TV, Internet, Stars and a clothing brand.** Knowledge on this issue will be shared with us by Grażyna Dworak, owner of Vertigo Fashion Management - an intermediary between fashion magazines, TV, Internet, Stars and clothing brands. Grażyna Dworak will tell us why it is worth investing in Public Relations and how important a good showroom is for each brand.
- **Online fashion and the law – opportunities and threats.** Anna-Wilińska Zelek – attorney from the WKB Wierciński, Kwieciński, Baehr Sp. k. will present the essence of the Internet as the main source of information about the latest trends, collections and ideas about fashion. She will answer the questions: How to safely and effectively promote and sell online, what to avoid and how to take care of personal data.
- **Brand ambassador, i.e. what is the impact of the use of famous persons images on the creation of brand image? Benefits and risks.** Paulina Smaszcz-Kurzajewska.

Polish Fashion Gala and commercial shows

Presentations of the latest clothing collections are an indispensable part of the Fair. On the first day, during the evening gala, accompanied by the performance by Anna Karwan, the latest trends for spring-summer 2019 and autumn-winter 2019/2020 prepared by the Poznań Fashion Fair exhibitors will be presented. The event will be featured by the show of wedding dresses by Agnieszka Światły. On the second day of the event, models presenting the latest exhibitors' collections will appear on the catwalk during commercial shows. Guests will also have an opportunity to see the original projects by the students of the University of Fine Arts in Poznań and the Kazimierz Pułaski University of Technology and Humanities in Radom from the Design Department, who will present their graduates' final projects. The works will feature compositions that perfectly fit into the current fashion trends. The universal nature of different styles, fashion accessories, footwear, bags, and clothing is a contemporary approach to the complexity of outfits, required by prospective consumers.

Fashion in the eyes of stylists

Finding and developing your own style can be inspiring and constitutes a major challenge for those seeking solutions for themselves. Therefore, with such guests in mind, we have prepared a meeting with stylists from Novamoda.pl, who will share the tricks and secrets of professionals with the event participants. Persons taking part in the meeting will learn how to choose a right outfit for the figure, how to show the figure advantages and hide its flaws, and which colours are best for a given kind of beauty. During consultations and joint discussions with stylists you will be introduced to the ins and outs of fashion and beauty, thanks to which you will no longer have any trouble composing everyday looks and sets of clothes.

LECTURE "How to run a fashion shop and earn money"

6 March 2019, 12.00 p.m., Stand No. 65, Level 1

The lecture will be given by Anna Bombala, MA, who will talk about the most important aspects of running a fashion shop. Based on her experience and know-how, she will answer the key questions such as:

- How to analyse costs in the shop?
- How to prepare a simple income and expense account every month?
- How to plan sales?
- Is it enough to prepare a balance sheet once a year?
- Is it worth running a fashion shop today?
- Which is better: shortage or surplus of goods?

Stay with us!

An online ticket to the Poznań Fashion Fair for persons associated with the fashion industry is free of charge. Shop owners, managers, marketing specialists, fashion school students, photographers, stylists and illustrators receive a free ticket upon registration at www.mtp24.pl. The event is open to people not involved in the fashion industry, but they are required to purchase a ticket.

Information for visitors

Poznań Fashion Fair is organized at the at the fairgrounds of the MTP Poznań Expo in the PCC Hall

The fairgrounds are available to the public on:

5-6 March 2019 (Tuesday, Wednesday) between 9.00 a.m. and 5.00 p.m.

OPEN ENTRANCES TO THE FAIR SITE

- Eastern entrance - Głogowska Street
- Gate at the Śniadeckich Street

For more information visit: www.targimodypozn.pl

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