



Poznań Fashion Fair!

Another edition of the Poznan Fashion Fair – Poland's largest contracting trade fair for the fashion industry – is behind us. Held on the last days of vacation, the fair was marked by trade agreements, presentation of trends for the coming seasons and training.

Clothing for women, men, children. Coats, jackets, suits, shirts and trousers. Shoes, socks and handbags. Jewelry, caps, hats and umbrellas. This is just a selected range of products presented in MTP halls by nearly 400 companies and brands from 16 countries. During the two days of the fair, our exhibitors forecast trends and what the Europeans will wear in the autumn-winter 2018-2019 and spring-summer 2019 seasons.

Trends

And what traders saw and ordered to gain a competitive advantage? Check. This pattern returns this fall with redoubled strength and in a somewhat nonchalant form. In different sizes and forms, warm tones of redness, ochre, pink, chocolate brown and classic white. We will see it on suits, skirts, shoes and other parts of the outerwear. In addition, metallic colours, like gold and silver, and ultraviolet will appear on accessories, such as shoes and handbags, not only with evening dresses and will enter the daily dress code. Dark blue and grey will harmonize perfectly with the autumn weather. These colours are perfect for work and at this time of the year also reflect our state of mind. Dark blue is a symbol of authority and elegance, and will appear on both the women's and men's trousers. Many shades of grey will be seen on women's dresses, providing them with an elegant look. In bad weather, a wool sweater with a thick weave will be also useful. Stores will also offer animal and vegetable prints. We will wear leopard-print coats and zebra-print dresses. Classics will alternate with the exotic, and everyday fashion with evening wear.

MTP GOLD MEDAL

For years, the Poznań Fashion Fair has been accompanied by the MTP Gold Medal competition, in which the most innovative products in the industry are awarded. The MTP Gold Medal is one of the best recognized awards in the Polish market, which is awarded to innovative products of the highest quality. The following three products received positive recommendations of the professional jury:

The contest winners of the autumn edition of MTP Gold Medal include:

1. MARCO SHOES – MAREK MALINOWSKI
WOMEN'S CANOES, SPIKE TYPE (symbol 0980P-558-1)
2. KAREN COLLECTION SP. Z O.O. SPÓŁKA KOMANDYTOWA
"M834 ABI" WOMEN'S BAG
3. GARBARNIA NADARZYN WALDEMAR K. MALINOWSKI
"VELOUR" TYPE SPLIT PIG LEATHER

Educational aspect of the fair

Poznan Fashion Fair visitors also had the opportunity to benefit from training in marketing and law. These were meetings addressed exclusively to the fashion industry representatives, tailored to the nature of the Polish market. In cooperation with professional partners and with support of prominent experts, we prepared a place where the event participants receive the full spectrum of expertise. The training program of the last edition included topics such as: "Protected fashion designs – designs, marks, copyrights," "Duties of seller and consumer rights", "Colour psychology in marketing communication", "Business negotiation techniques, or how to gain more", "Organizational culture - a way to succeed in difficult times" or "Customer typology in the fashion industry".

Polish Fashion project

Among the exhibitors also we hosted representatives of the Polish Fashion project, which brings together brands of Polish origin and Polish manufacturers. A shared feature of the brands is emphasis on high-quality goods, which can be an example and a model for others to follow. The project featured fashion shows during which we could admire the latest collections which accompanied us for two days of the fair, and the culmination was the Polish Fashion Gala evening.

The next edition of the event will take place in 5-6.03.2019.

For more information visit: www.targimodypoznan.pl