



## **The exhibition selections by open sklad [S'] provided retail additional sorting**

From October 17 to 19, 2023, EXPO FUSION company held an off-season exhibition for fashion retail **selections by open sklad [S']** focused on the task of additional sorting.

In addition to participants from a number of Russian regions and manufacturers from Turkiye, Belarus, China and other countries, the project brought together brands by Alena Akhmadullina (Akhmadullina Dreams), Yana Raskovalova (Like Yana), Vassa (Vassa CODE), Natasha Drigant, Lyudmila Mezentseva (Vereteno), Ekaterina Dyagileva (Russkiy Sezon), Zlata Peczkowska, as well as young contestants of the "Russia Sews" project.

### **Alexander Shainikov, CEO of EXPO FUSION:**

*"The selections by open sklad [S'] project was a response to a market request: many manufacturers had a need to present an off-season product outside the main buyer sessions, and retailers, in turn, needed high-quality sub-sorting. According to the feedback from participants, guests and partners, we are moving in the right direction and therefore are planning serious development of such a b2b outlet".*

### **Maria Kallion, project manager selections by open sklad [S'] / EXPO FUSION:**

*"Many participants noted the importance of meeting new buyers and forming a business community united by development ideas and ready, for example, for interesting collaborations. As such, it illustrates the real benefits of the exhibition space for a wide range of players in the fashion industry".*

### **Evindar Akcan, representative of EXPO FUSION in Turkiye / Global Gate:**

*"Turkish manufacturers traditionally look at the Russian market with great interest and are open to new opportunities for finding business contacts, so the exhibition selections by open sklad [S'] was no exception. We brought 8 companies, many of which found clients".*

The **selected consulting** space was popular on the site, where manufacturers and buyers could consult with experts from Fashion Consulting Group (FCG), RAFI Association, Academy of Fashion-Marketing, EALgroup Agency and Higher School of Stylistics (HSS) - on issues of brand and store development, assortment formation and business support. No less useful were workshops from FCG on fashion trends, assortment and social networks, as well as from HSS - on the work of retail with stylist-consultants on shopping.

Project news selections by open sklad [S']:

<https://selections.moscow/> / [telegram](#) / [vk](#)

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**ELENA OBEREMOVA**

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

[OberemovaE@expo-fusion.ru](mailto:OberemovaE@expo-fusion.ru)