



PROGRAM AND PARTICIPANTS OF THE SELECTIONS EXHIBITION

On April 16, the exhibition **selections** will open at the Expocentre Fairgrounds in Moscow – this outlet for mid-season assorting of collections of clothing and accessories for retail. The exhibition will include manufacturers from Russia, Belarus, Kyrgyzstan, Italy, Turkiye, China and India, corners of local designer brands, and spaces of consulting and workshops.

The outlet platform has established itself as a successful launching pad for brands entering a new market or launching b2b sales, having experience in developing their own retail. In the new season, the **selections** brand-list will be replenished with the brands AIPINGNA, DILIM COLLECTION, FASHION REBELS, GRIZMAN, GVALT, HOOPS, IDEAL, INTEGRITI, L'EXTASE, LANSSTYLE, LAWINTER, LAWMAN, LIBELLULAS, MIR CASHMERE, NORPPA, PEPEN, RE VERA, VIGOSS, VOSQ, and others.

The exhibition will also include participants from previous seasons: ADEL, LAMIR, LEVELPRO, MADAM T, MOYLS, PLAN B, RACHEL FABRI, ROMANI, ROMANO GIULIANI, VASSA, VIVO STYLE, and others. As before, a consulting space will be open for exhibiting brands and visitors throughout all three days, where you can get free express advice on strategic and commercial development, purchasing, assortment and pricing policy, marketing and advertising, personnel development and training. The invited experts will be representatives of the Fashion Consulting Group, RAFI Association, Higher School of Stylistics, Academy of fashion-marketing, as well as the b2b platform Modny Magazin.

The organizers have also prepared an expanded schedule of the business program in the format of specialized thematic workshops. On April 16, there will be meetings with Fashion Consulting Group experts: Maria Shchennikova at 12:00 on mid-seasonal assortment, Victor Malygin at 13:00 on merchandising for seasonal sales, and Katerina Diveeva at 14:00 on SMM for retail. On April 17 at 12:00 Sergey Pishchuk from the Academy of fashion-marketing will tell how to build a sales funnel in social networks, at 13:00 Maria Gerasimenko from Fashion Advisers agency will share the secrets of developing a team motivation program for retail, and at 14:00 Daniya Tkacheva from the Dynasty agency will talk about working with marketplaces. On April 18, there will be meetings with Inessa Trubetskova from Higher School of Stylistics at 12:00 on the topic of retail cooperation with personal shopping stylists and with Irina Dmitrieva from Art&Image at 13:00 on the topic of profession of a sales stylist as a tool for increasing sales and service quality.

Follow selections news on the official website and social networks:

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

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