



CjF — CHILD AND JUNIOR FASHION 2019

International Exhibition
for Child and Junior Fashion,
Maternity Wear

 **EXPOCENTRE**

ExpoCentre Fairgrounds
Moscow, Russia

SPRING
25–28 February

Organized by ExpoCentre AO
Under auspices of Russian Chamber
of Commerce and Industry

AUTUMN
24–27 September



12+

www.cjf-expo.ru/en



FASHION STARTS WITH CHILDHOOD. BUSINESS STARTS WITH FASHION

CJF – Child and Junior Fashion is a socially important project conducted by Expocentre to help bring to the Russian market safe goods and services of high quality for children. CJF offers insight into the developments of the Russian industry of children's fashion and shows a great interest of exhibitors and professional visitors in strengthening of business ties and business growth both locally and globally.

Product sectors

- Children's clothing
- CJF Shoes Salon
- Accessories for children
- Clothing for pregnant women
- Fashion and Design
- Salon of School Uniforms

2009

CJF – Child and Junior Fashion receives a RUEF logo. The first professional fashion show is held

2013

The Children's Catwalk has a record breaking number of participants

2015

The CJF Shoes Salon is launched

2018

Three pavilions occupied for the first time

2011

CJF – Child and Junior Fashion receives a UFI logo of approval

2014

The School Uniform Salon is launched

2016

Record breaking number of exhibitors

CJF Special Projects

CHILDREN'S CATWALK

Organized by **PROfashion**
MEDIA AGENCY

CJF. Children's Catwalk is a perfect way to increase your brand awareness!

Demonstrate your collection to draw attention of fashion professionals to your brand and get an immediate feedback. It will help to increase the number of pre-orders and multiply ROI from exhibiting.

What are the advantages of participating in the catwalk show?

- Draw attention to your company and demonstrate a new collection
- Increase your brand awareness
- Get press coverage by relevant media outlets

TERRITORY OF STARTUPS, SMALL AND MICRO BUSINESS

The project is set to help Russian novice manufacturers to make a name for themselves exhibiting next to the market's largest players. The territory features first-time Russian entrepreneurs and medium, small and micro businesses.

Five reasons to participate in CJF – Child and Junior Fashion

- The industry's largest business platform
- Opportunity to strengthen image and brand recognition
- The show of main market participants
- Maximum reach of the professional audience
- New prospects of business development



Logo of Children's Catwalk Participants means professional acknowledgement

- View new collections and trends
- Take a chance to promote your collection
- Attract attention of as many visitors, buyers and mass media representatives as possible

Efficient exhibiting with participation package!

CJF – Child and Junior Fashion has a special offer for you. We have special rental rates for exhibitors who intend to participate in both CJF – Child and Junior Fashion 2019. Spring and CJF – Child and Junior Fashion 2019. Autumn.

400+ exhibitors from 26 countries



450+ well-known brands



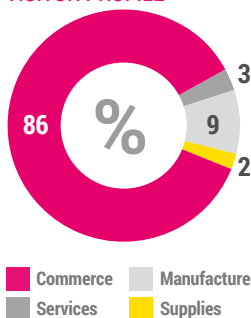
Source: official audit

High quality of sales leads

97% of exhibitors are satisfied with the number and quality of sales leads

93% of exhibitors plan to participate in 2018

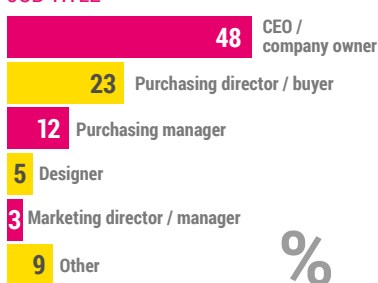
VISITOR PROFILE



BUYING AUTHORITY



JOB TITLE



Source: Russian Public Opinion Research Centre, 2017



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BUSINESS STARTS WITH FASHION**



VENUE

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CJF MANAGEMENT

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