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31 octombrie  
03 noiembrie

# FASHION EXPO

POST EVENT  
REPORT

MOLDΣXPO

**ORGANIZER**



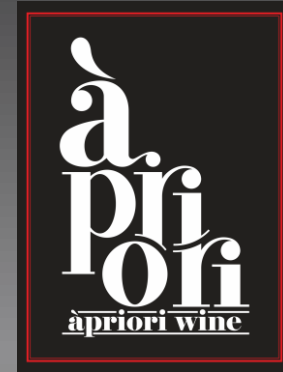
# FASHION

**OFFICIAL SUPPORT**



**MINISTRY of ECONOMY  
AND INFRASTRUCTURE  
of the REPUBLIC OF  
MOLDOVA**

**PARTNERS**



**COORGANIZERS**



**USAID**  
FROM THE AMERICAN PEOPLE



# THE EXHIBITION IN FIGURES



**EXHIBITORS**

**96  
companies**



**EXHIBITION AREA**

**1479  
sq m**



**VISITORS**

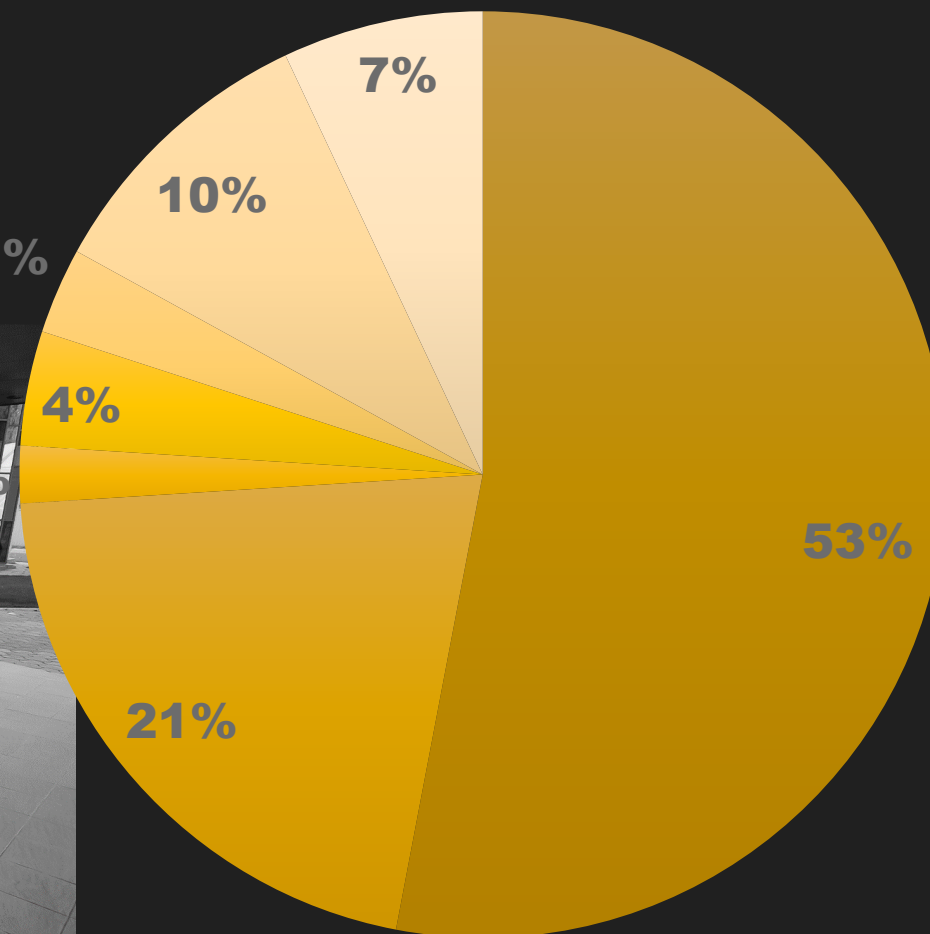
**7732  
persons**

# FASHION

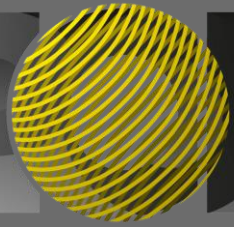
- Knitted wear, ready-made clothes, underwear
- Leather bags and accessories, footwear, bijoux
- Fabrics, accessories and raw materials
- Equipment, materials; labels
- Fur clothing
- Cosmetics
- Other



## EXHIBITORS' PROFILE



# FASHION



Identifying client preferences

Selling products/services at the stand

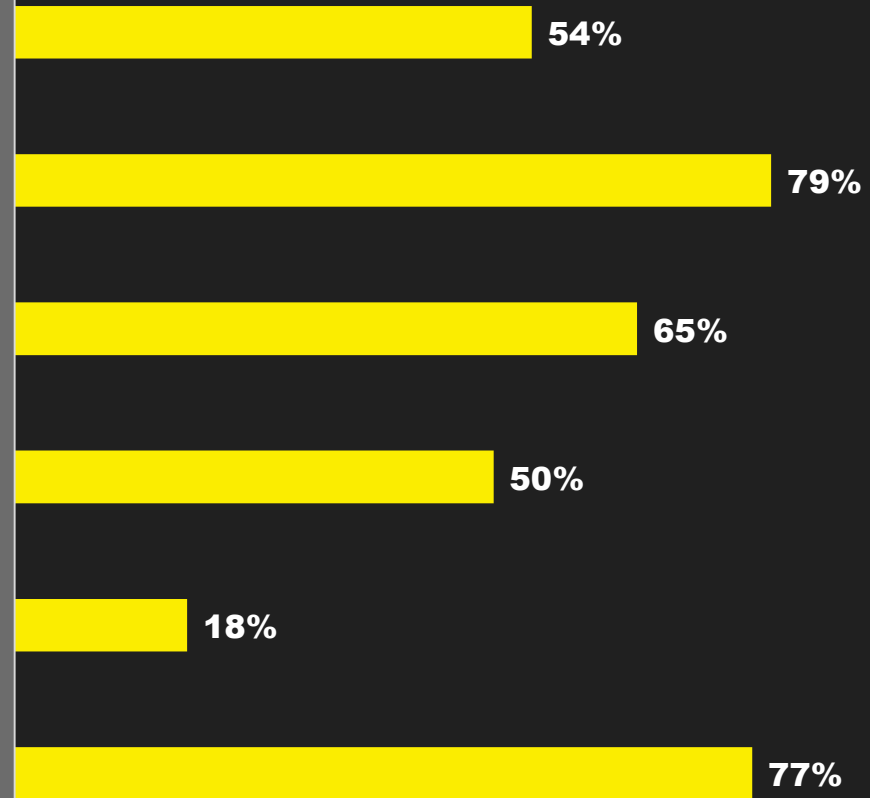
Confirming the image in the market

Launching new products/services

Meeting partners

Looking for partners/clients

## GOALS OF PARTICIPATION



# FASHION

## EFFECTIVENESS OF PARTICIPATION

**61 %**

**of participating companies achieved their goals and were satisfied with obtained results**

**of surveyed exhibitors intend to take part in FASHION EXPO 2020**

**78 %**



# FASHION

“I would like to thank the organizers of the exhibition, everything went fine and at the highest level! There were a lot of emotions and impressions, the shows were especially good. This is the third time we are participating in the exhibition and we intend to come next year as well. I would like to suggest to the organizers to consider the issue of discounts for loyal participants.”

*Kalinushka Alionushka SRL*

“This is our first experience at a fashion exhibition. The impressions were generally positive, there were many interesting events on the podium, it attracted a lot of people. In general, the pavilion was decorated perfectly. The only remark is that I would like more visitors, I think such bright shows should attract more people.”

*Optiplaza SRL*

## OPINIONS OF OUR EXHIBITORS



## EVENTS AT THE EXHIBITION

◆◆◆◆◆ 31/10 ◆◆◆◆◆

- 11.00 – Opening ceremony of the International specialized exhibition Fashion Expo
- 11.10 – Presentation of Odema autumn-winter collection
- 11.30 - Kids fashion Catwalk 2019
- 19.30 - Privé Fashion Events

◆◆◆◆◆ 01/11 ◆◆◆◆◆

- 12.00 - Debut: CHIȘINĂU FASHION WEEK 2019

◆◆◆◆◆ 02/11 ◆◆◆◆◆

- 10.00 – Modeling at the girls' school Novaya Ya
- 13.10 - Start Show
- 13.20 - Natali Platie presents the new autumn-winter collection
- 13.35 - Irene Vitali Store presents the casual collection
- 13.50 - Tuka Wear presents the autumn-winter collection for children
- 14.00 - Wedding salon "Kalinushka Alionushka" presents the wedding gowns collection "KALINUSHKA ALIONUSHKA"



- 14.15 - Complements presents a new series of autumn-winter collection
- 14.35 - WELOKI presents a collection for little girls
- 14.45 – Fashion show Mini Ledy
- 15.00 – Presentation of the autumn collection MALU Shop
- 15.15 - Nicole Storm presents the autumn collection
- 15.35 - Mily Mia presents the autumn collection for children
- 15.45 - Tricon & My REVIVAL present the autumn-winter collection
- 16.00 – Pajamas and home clothes from Ajoure
- 16.15 – Maicom presents the autumn-winter collection
- 16.35 - Public Talk with Evghenia Gruzdeva
- 16.45 – Presentation of the autumn collection Coreli Moldova in cooperation with Optiplaza Moldova
- 17.00 – Fashion show - brand CELINA
- 17.35 - Presentation of underwear B'Queen Lingerie

◆◆◆◆◆ 03/11 ◆◆◆◆◆

- 12.10 – 2<sup>nd</sup> National contest SUPER MODEL MOLDOVA 2019



## PROMOTION TOOLS

### ❖ Online promotion

- ✓ Advertising campaign on Facebook and Instagram
- ✓ Campaign on Google Adwords
- ✓ PR campaigns of the Moldexpo site and on info sites
- ✓ Direct-mail

### ❖ Offline promotion

- ✓ TV and Radio advertising campaigns

### ❖ Influencer marketing

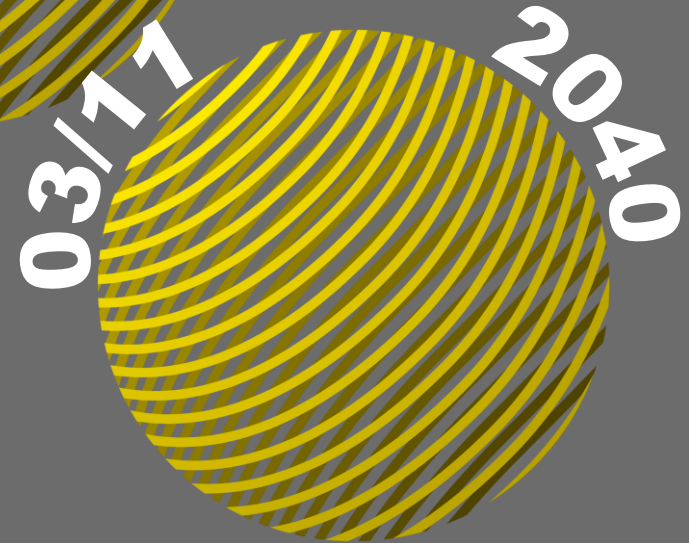
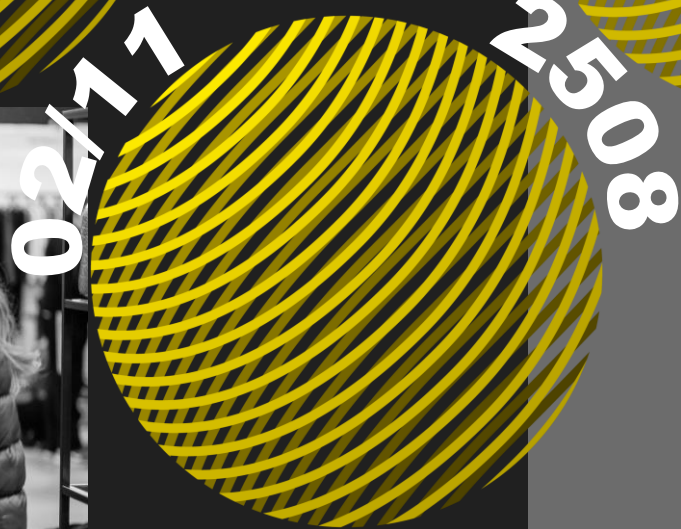
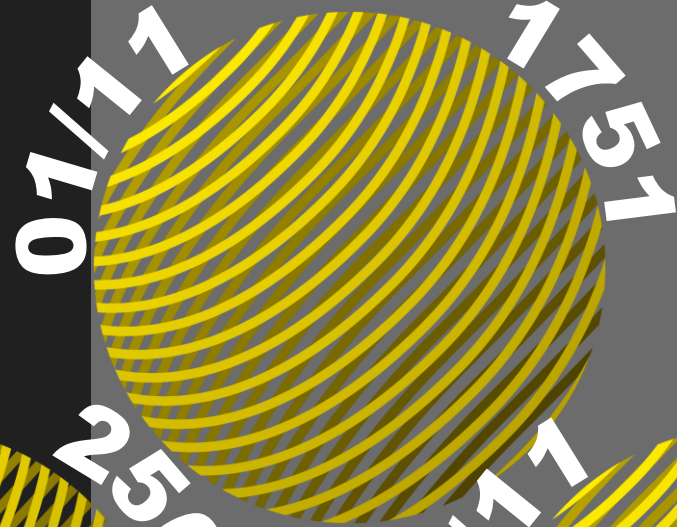
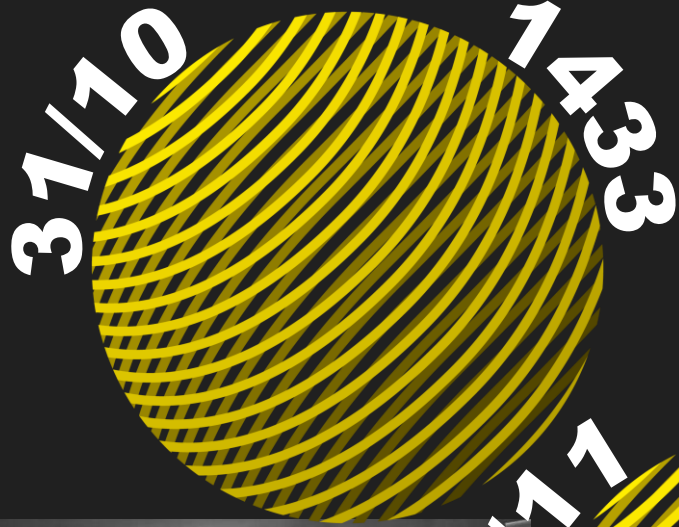
- ✓ Personalized campaigns in partnership with Apriori Wine and Optiplaza

# FASHION



DAILY FLOW OF VISITORS

FASHION



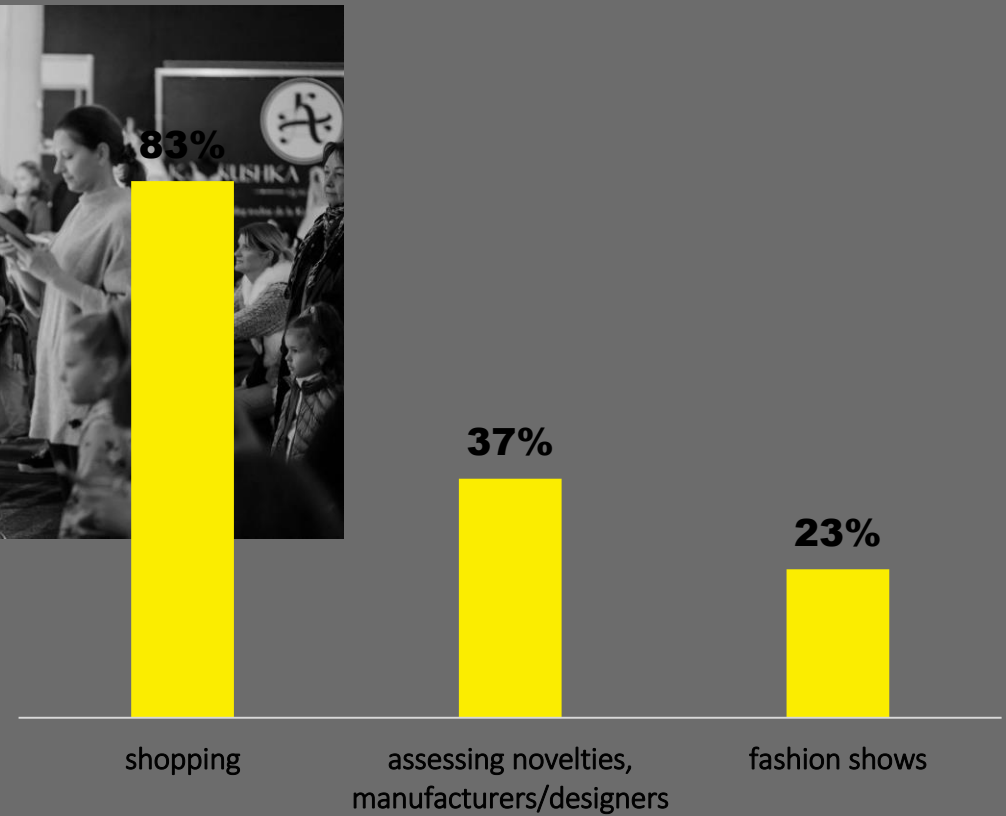
# REASONS TO VISIT

## Business interests – 22%

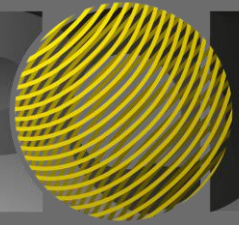


# FASHION

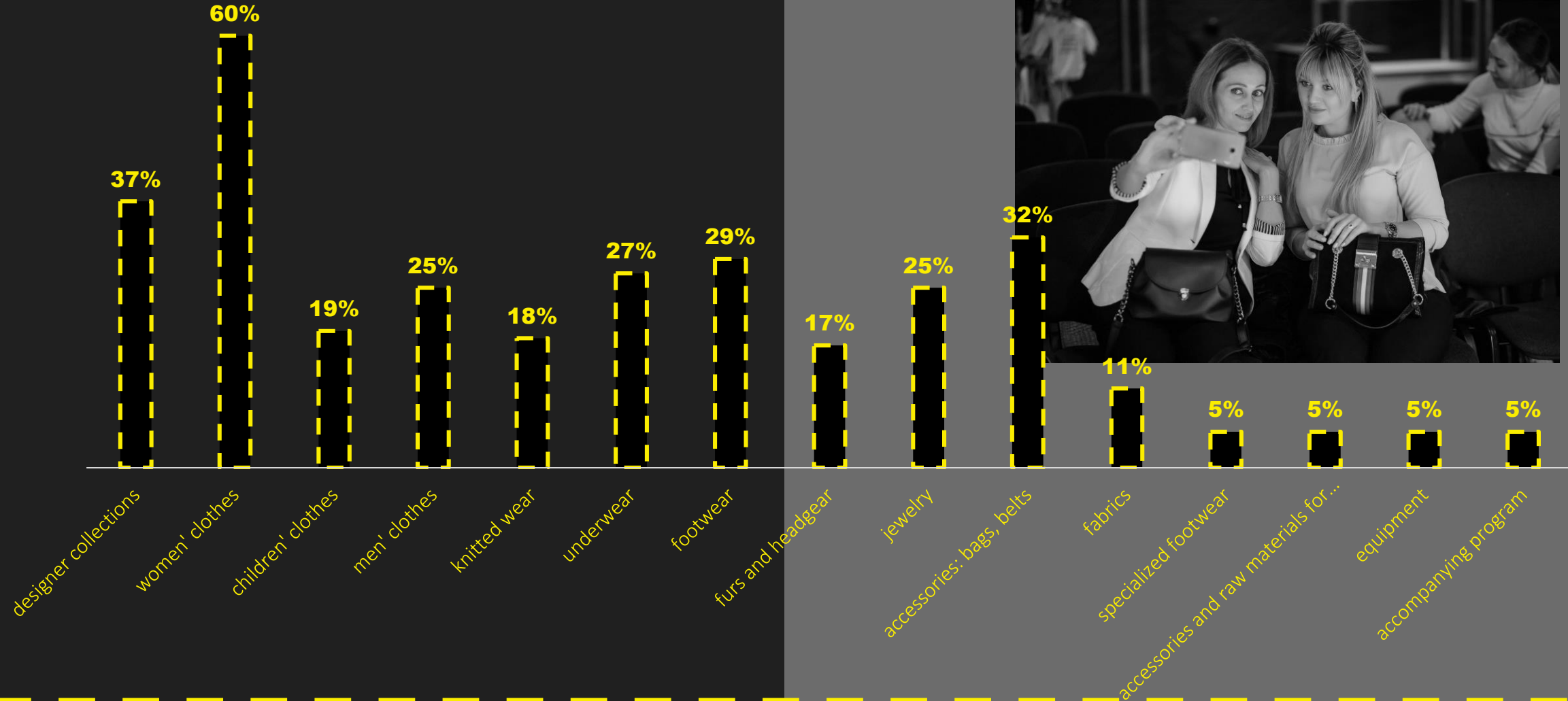
## Personal interests – 78%



# FASHION



## CLASSIFICATION OF VISITORS BY INTERESTS



# FASHION

## VISITORS' GEOGRAPHY

**95%** - Republic  
of Moldova

**5%** - visitors from  
abroad - Czechia,  
Polnad, Romania,  
Ukraine



# FASHION

“As a professional, I was interested in everything, but I especially want to note the cool presentations of collections on the stage. There were extraordinary things. From the client’s point of view, there was a good choice at the exhibition, although companies could have made better discounts.”

*Rimma, fashion designer (Chişinău)*

“The fact that our manufacturers know how to make clothes is already well known. In general, here, at the exhibition, it is clearly noticeable how qualitatively our brands have grown. Prices practically do not differ from selling prices. And this is wrong, here you have a good chance to sell your collections. There are very few foreign companies, I think the exhibition would have won a lot if there were manufacturers from Russia, Romania and other countries.”

*Galina Nicolaeva, Commercial Director, Textile Products Company (Balti)*

## OPINIONS OF OUR VISITORS



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