

BRICS+ **Fashion Summit**

*Community
Strategy
Decision-making*

November 28 — December 2, 2023

The global fashion industry is valued at **\$1.7 trillion** as of 2023. More than **7 bn** people across the globe choose what to wear every day. More than **60 countries** grow their local fashion industry, **100K+ students** master fashion professions, **thousands** of designers graduate annually. However, the successes and challenges of local markets remain at the local level.

The goal of the BRICS+ Fashion Summit is to bring together industry participants in one event & one place to make strategic decisions, identify common problems, and create a permanent community.

The cross-communications toolkit will become a starting point in strengthening the business and economic position of countries in the field of fashion, and will help in promoting the work of fashion industry specialists worldwide.

BRICS+ Fashion Summit



Dates: 28 November — 2 December 2023, Moscow



Formats: business program, educational program, fashion shows, B2B showroom, Fashion Films Festival



Target audience: key industry players (designers, journalists, fashion schools and associations, students, influencers)



Preliminary venues: Zaryadye Park, Center Zotov, GES-2 and other leading venues throughout Moscow



Participants: designers, buyers, fashion schools & universities representatives, manufacturers, media, retailers, fashion associations, industry experts

***Predicted coverage**

BRICS+ FASHION SUMMIT

Preliminary *Summit Participants*



Aurea Yamashita

Executive Project Manager at The Brazilian Association of Fashion Designers (Brazil)



Yang Jian

Executive Chairman of China Fashion Association (China)



Ali Charisma

Designer, President of The Indonesian Fashion Chamber (Indonesia)



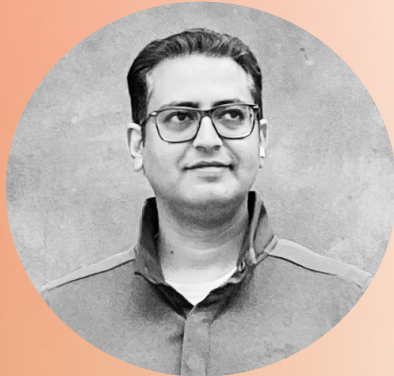
Willy Batura

Founder and CEO of Fort Fashion Council (UAE)



Barış Eraslan

Board member of Istanbul Apparel Exporters' Association, Owner of the Dosso Dossi holding (Turkey)



Atul Behl

President of TCG Media Limited (L'Officiel India, FHM India, etc.) (India)



Chidera Muoka

Editor-in-Chief of Marie Claire Nigeria (Nigeria)



Nontando Mposo

Editor-in-Chief of Glamour South Africa (South Africa)

BRICS+ Fashion Summit will be visited by national fashion associations' representatives, media, industry professionals, academic experts, businessmen, designers, buyers, fashion schools' & universities' representatives.

BRICS+ FASHION SUMMIT

International *PR coverage*

Live *Streams from Moscow*

BRICS+ Fashion Summit will be covered in more than **30 countries**, media representatives will also visit Moscow as a part of press tour.

BRICS+ Fashion Summit will be livestreamed on leading Russian and international media platforms, internet portals

- Argentina

Belarus

Brazil

China

Egypt

Ethiopia

India

Indonesia

Iran

Israel

Kazakhstan

Kenya
- Kyrgyzstan

Lebanon

Mexico

Nigeria

Russia

Saudi Arabia

South Africa

Tajikistan

Thailand

Turkey

UAE

Uganda

and others



- Brazil

Russia

India

Indonesia

South Africa

Argentina

Egypt

Ethiopia

Iran

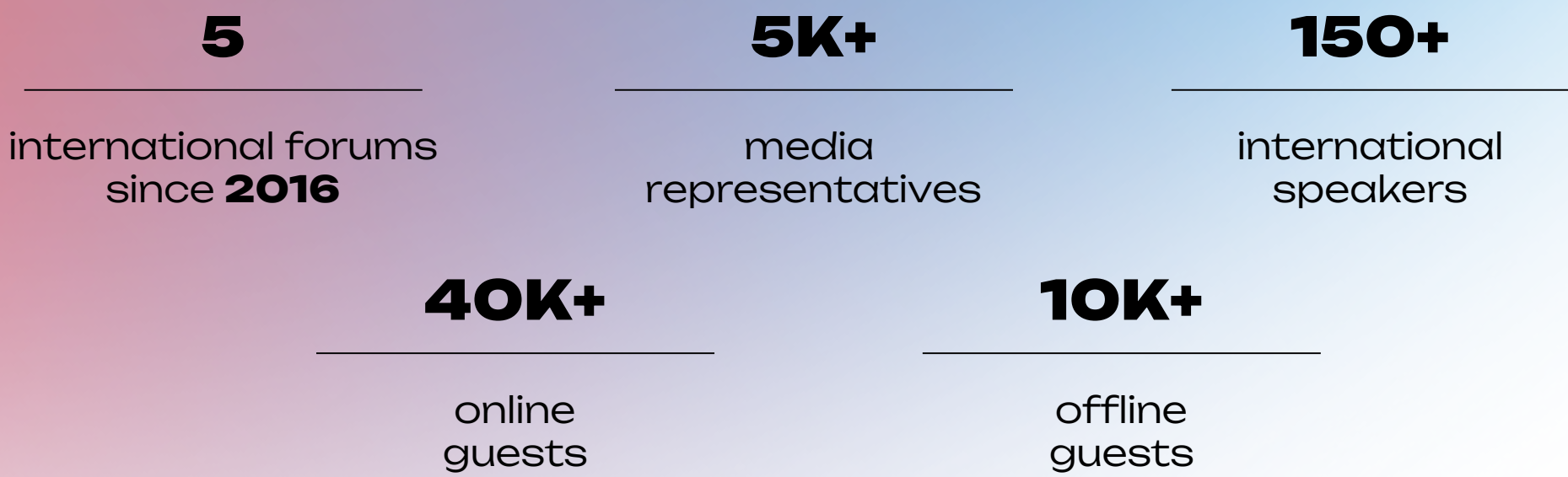
Saudi Arabia

UAE

and others

Previous *experience*

Since 2016, **150+ professionals** have been discussing modern trends in fashion industry at Fashion Fund and Russian Fashion Council events while telling the guests & viewers about latest innovations and business practices, cultural codes and fashion design.



Through **2016 to 2023**, Fashion Fund and Russian Fashion Council have produced **700+** fashion shows, **10+** international forums & educational programs. Having extensive PR & digital experience, we have arranged more **10K+** media publications in last 5 years (over **1 bn** media impressions).

Previous speakers



Pascal Morand
Executive President,
Fédération de la Haute
Couture et de la Mode



Carlo Capasa
Chairman of Camera
Nazionale della Moda
Italiana



Sara Sozzani Maino
Scouting and
Educational Initiatives
Advisor Vogue Italia &
Brand Ambassador
Camera Nazionale della
Moda Italiana



Kaat Debo
Curator, Head of Mode
Museum Antwerpen
(MoMu);



Paul Owens
Director of World Cities
Culture Forum, Founder
and Director of BOP
Consulting



Pierre Rougier
Founder, PR Consulting
(represents Louis Vuitton,
Raf Simons, Christian Dior
and Versace, as well as
retailers such as Forever21,
etc.



Sylvie Ebel
Executive Director of
Institut Francais de la
Mode



Michael Burke
Head of Fashion at
Sports & Toys, Google

and many others

BRICS+ Fashion Summit

Delegations

We invite industry professionals from all around the world to form a country's delegation to visit BRICS+ Fashion Summit. The delegation consists of:

- Fashion Associations;
- Designers;
- Buyers;
- Media representatives;
- Bloggers;
- Speakers (industry experts).

We provide delegations with: 5-star Hotel rooms, food, airfares, transfers and a cultural program (*should be confirmed upon further communication with organizers*).

***We invite you to visit to take part in BRICS+ Fashion Summit and its various formats. Here you can see the most suitable options for each part of the delegation, although you are free to choose and participate in practically every format of BRICS+ Fashion Summit.**

Formats for delegations*:

Designers
Business & educational programs
Fashion shows
B2B showroom
Fashion Film Festival

Fashion associations
Business & educational programs
Fashion shows
B2B showroom
Fashion Film Festival

Speakers
Business & educational programs

Media & bloggers
Business & educational programs
Fashion shows
B2B showroom
Fashion Film Festival

Buyers
Business & educational programs
Fashion shows
B2B showroom

BRICS+ Fashion Summit

Formats



Business program

For 3 days, **6 to 18** public talks / discussions / panel sessions / master classes are to take place within business program. Program is to touch current industrial topics: cooperation, entrepreneurship, sustainability, culture, innovation.



Fashion shows

Regional fashion associations will propose country's representative designer to showcase a collection. BRICS+ Fashion Summit International Organization Committee will decide on candidates' eligibility. Eligible designers will be able to present a fashion show. There are **11 showcases** planned.



B2B Showroom

Professional platform for networking for leading international buyers and Russian designers.

For 5 days, **100** Russian & international designers are to present their commercial collections for **150** buyers from all around the world.



Educational program

For 5 days, professors, experts & lecturers from leading fashion international facilities will perform the best lectures out of their fashion courses.

Fashion students & emerging designers will be able to visit the program and obtain the knowledge for free.



Fashion Films Festival

Showcase of the **best film festival selection** from all around the world in collaboration with leading Fashion Film Festivals. One of the main objectives is to unite and educate a new generation of fashion students. The project will also include **lectures** from the creators of fashion films.

FASHION FUND

Over the past decade, the Fashion Fund, in partnership with Russian Fashion Council, has hosted dozens of online and offline events that have brought together fashion professionals from all over the world and exposed fashion talents to multi-million audience.

We continue to be committed to a borderless fashion industry that exemplifies diversity and integrity. During the pandemic, we were the first in Europe to host a successful digital fashion week and series of digital events, supporting hundreds of talent from 30 countries.

Today, fashion remains the universal language of cross-border communication and a delightful creative industry, and young fashion stars continue to be born in it. The objective of the BRICS+ Fashion Summit is to give fashion talents the opportunity to express themselves as effectively as possible, relying not on international fashion centers, but on their own emerging markets, which collectively represent more than half of the world's population.

Recent projects of Fashion Fund:

fashionfuturum

GLOBAL
TALENTS
DIGITAL

Mercedes-Benz
FashionWeek
RUSSIA

POP UP
ZOOM ↑

Diane Kilchurina

Head of International Affairs

Elena Fidelina

Head of Communications

Maria Vronskaya

Head of Content/Program

Info@BRICSfashion.org

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