

21-24  
FEBRUARY  
2022

CHILD AND JUNIOR  
FASHION.  
SPRING



CHILD AND JUNIOR  
FASHION.  
AUTUMN

27-30  
SEPTEMBER  
2022



INTERNATIONAL EXHIBITION  
FOR CHILD AND JUNIOR FASHION,  
MATERNITY WEAR

EXPOCENTRE Fairgrounds, Moscow, Russia

[www.cjf-expo.ru/en](http://www.cjf-expo.ru/en)

Organised by  
**EXPOCENTRE**

**MINPROMTORG  
RUSSIA**



Supported by the Russian Ministry of Industry and Trade  
Under auspices of the Russian Chamber of Commerce and Industry



# Content

- Time-tested success **3**
- Product sectors **4**
- Results **5**
- CJF- Child and Junior Fashion is **6**
- Conference programme **8**
- CJF - Children's Catwalk **9**
- Marketing opportunities **10**
- High ROI **11**
- Promotion campaign **12**
- Package offer **13**
- Exhibitor application **14**

# Time-tested success

In  
2007

A CJF – Child and Junior Fashion Salon (former Salon of Child and Junior Fashion, Maternity Wear) grew out of its position as part of the Mir Detstva Exhibition and became a separate event.



Since CJF was launched within the Mir Detstva Exhibition, it has rightfully earned its reputation of an effective venue for making business, an indispensable marketing channel, an effective tool to increase sales, and a reliable way to make profit from investments.

**The CJF – Child and Junior Fashion Exhibition is a unique communication tool for professionals of the children's fashion industry from all over the world. The exhibition helps to strengthen the existing ties with partners as well as to sign new deals. The recent marketing research indicates that buyers are keenly interested in the growth of the exhibition for clothes and footwear for children, teenagers, and expecting mothers.**

Since  
2010

CJF – Child and Junior Fashion takes place twice a year, in February and September, in line with the wholesale buying cycle in this market segment



# Product sectors



Children's clothing



Children's footwear



Accessories for children



Premium – clothing of premium brands



Teens – clothing for teenagers



Trading equipment



Fabric and garment accessories



Maternity wear



Full list of product sectors



# CJF- Child and Junior Fashion results in 2021



SPRING



**3,963** sq. m.  
of exhibition space

**183**  
exhibitors

**9** countries

**7,000+**  
visitors



AUTUMN

**5,292** sq. m.  
of exhibition space

**248**  
exhibitors

**17** countries

**10,000+**  
visitors\*

Organised by  
**EXPOCENTRE AO**

Under auspices of  
**the Russian Chamber of Commerce  
and Industry**  
In close cooperation with federal  
authorities, business support  
structures, industry associations  
and agencies

\* taking into account a cross-visit with Mir Detstva



# CJF-Child and Junior Fashion is



**cjf**  
CHILD AND JUNIOR  
FASHION.  
AUTUMN

# CJF-Child and Junior Fashion is



**CJF**  
CHILD AND JUNIOR  
FASHION.  
SPRING



# There were more than 40 major events

with participation of leading industry experts within the united rich conference programme of the exhibitions Mir Detstva 2021 and CJF – Child and Junior Fashion 2021. Autumn. In order to provide a wide coverage of foreign and regional professional audience the conference programme of the exhibitions was organised in offline and hybrid formats.





# CJF – Children’s Catwalk



For years of the project existence, by joint efforts of organisers, Children’s Catwalk has reached a new qualitative level and showed the best collections of seven companies



The catwalk participants benefit from the opportunity to:

- attract the attention of the maximum number of visitors, buyers and the press;
- distinguish their brand among other exhibiting companies;
- get information support of the specialised media.



The Children’s Catwalk Participant sign is:

- recognition by professionals of the high quality of the collection;
- confirmation of the professional status of the manufacturing company;
- an additional opportunity to promote the collection;
- a reference point for the consumer in choosing high-quality children's clothing.



More information about Children’s Catwalk



# Marketing opportunities for exhibitors



Mailings to visitor  
and exhibitor databases



**Sponsorship**

Logos in the  
exhibition official  
catalogue



**Presentations  
at the event**

News on the website and social  
media of the exhibition

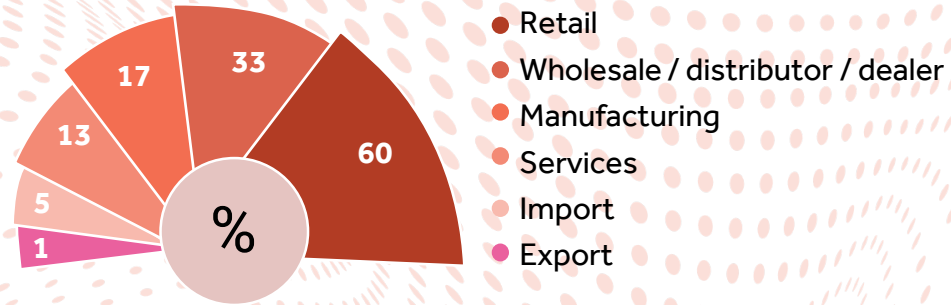


More  
promotion  
opportunities  
here



# High ROI

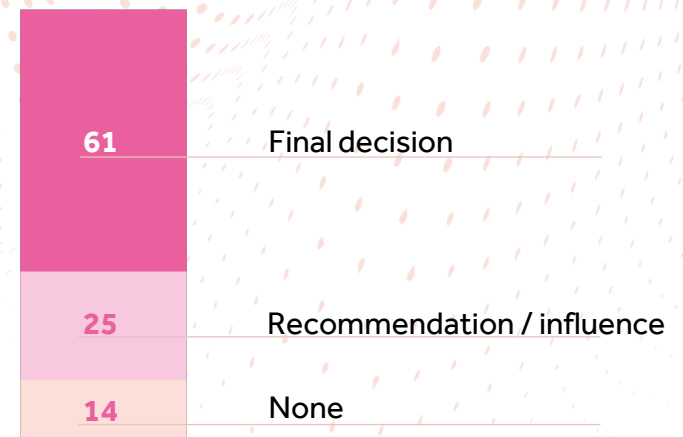
## Visitor profile, %



## Visitor job title, %



## Buying authority, %



# Promotion campaign



Mass media



Internet

(websites, portals, banners, contextual advertising, social media, blogs)



Direct marketing

(Targeted mailing - email and postal mailings, telemarketing campaigns)



SMM

(Facebook, Instagram)



Promoting activity

(distribution of information about the event and invitations, distribution of promotional materials)



# Efficient participation with the package offer!



CJF- Child and Junior Fashion is pleased  
to offer you special conditions

**Special rental rates are available for participation in two projects**

21-24  
FEBRUARY  
2022

  
CHILD AND JUNIOR  
FASHION.  
SPRING



  
CHILD AND JUNIOR  
FASHION.  
AUTUMN

27-30  
SEPTEMBER  
2022

## Contact us:

**Maria Sedova**

Project Head

Phone: +7 (499) 795-29-01

E-mail: [sedova@expoctr.ru](mailto:sedova@expoctr.ru)

**Kristina Vedeneeva**

Manager

Phone: +7 (499) 795-39-10

E-mail: [vedeneevaks@expoctr.ru](mailto:vedeneevaks@expoctr.ru)

**Join us  
in social media:**



**Book  
a stand in 2022**



# Join us!



## Мир Детства

*Industry projects,  
attracting  
only target  
professionals*

*Effective direct  
communication and  
product sales solutions*

*Professional  
approach*

*High  
quality of  
visitor  
audience*

**27-30  
SEPTEMBER  
2022**

*EXPOCENTRE's finest  
pavilions with advanced  
infrastructure*

*Getting up-to-date  
market information: the  
best brands, latest  
trends and new  
technologies*

*Optimal timing. Solutions  
to major business  
challenges  
in just 4 days of the  
exhibition*

*Conference  
programme  
for  
professional  
development*

**Book a stand in  
2022**