

20–23  
FEBRUARY  
2023



CHILD AND JUNIOR  
FASHION.  
SPRING



CHILD AND JUNIOR  
FASHION.  
AUTUMN

26–29  
SEPTEMBER  
2023

## INTERNATIONAL EXHIBITION FOR CHILD AND JUNIOR FASHION

12+

EXPOCENTRE Fairgrounds, Moscow, Russia

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



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# Time-tested success

2007

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.

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.

2020

Extension of the exhibition's conference programme. More than 40 major events: conferences, workshops, training seminars, competitions, discussions, Russian Trade Forum, Purchasing Centre for Retail Chains™ and much more.





# 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  
products



# Results of CJF – Child and Junior Fashion 2022



SPRING

**5,335** sq. m  
exhibition space

**236**  
exhibitors



AUTUMN

**4,500** sq. m  
exhibition space

**240**  
exhibitors



**12,000+**  
professional visitors\*

from **26** countries

and **83** regions of  
Russia

**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

\*Total number of visitors to  
CJF — Child and Junior Fashion 2022. Spring  
and CJF — Child and Junior Fashion 2022. Autumn





# CJF – Child and Junior Fashion is:





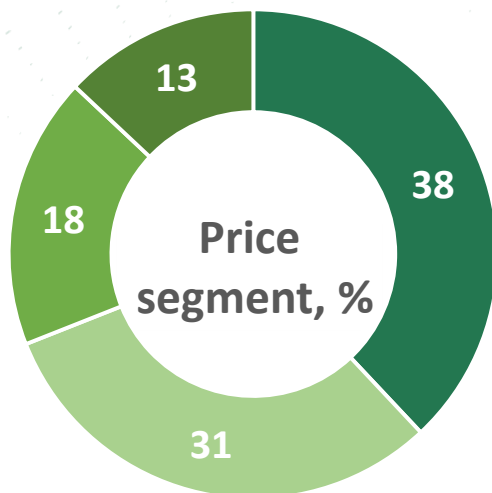
# CJF – Child and Junior Fashion is:



**CJF**  
CHILD AND JUNIOR  
FASHION. SPRING



# Visitor interests



■ Average

■ Average+

■ Economy

■ Premium



■ Children's clothing from 0 to 3 y/o

■ Children's clothing from 3 to 10 y/o

■ Children's clothing from 10 to 16 y/o

■ Children's footwear

■ Accessories for children

■ Clothing and footwear of premium brands

■ Clothing and footwear of European brands

■ Headgear

■ Hosiery

■ School uniform

■ Trading equipment

■ Fabrics and accessories for children's clothing and footwear

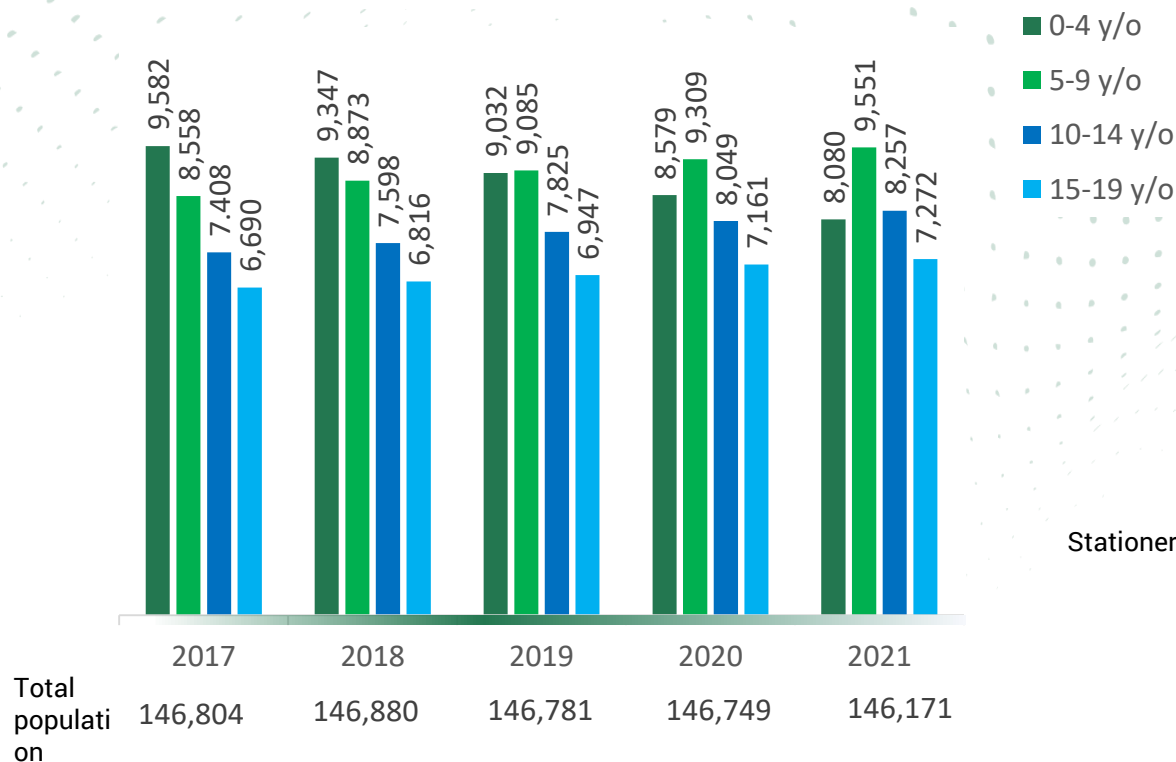
■ Maternity wear



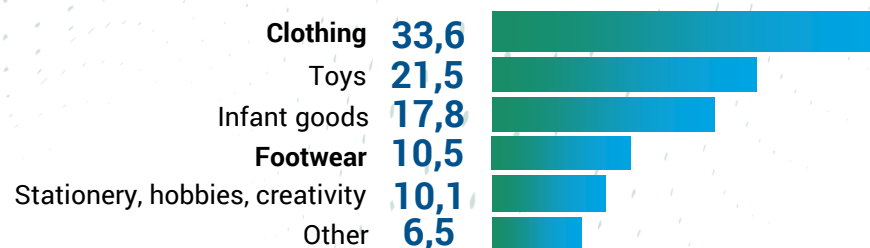


# The Russian children's goods market: trends and prospects

## Number of children in Russia by age group



## Children's goods industry, %



The clothing market is \$3,504,686,289 (exchange rate RUR 60.42)



# 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.

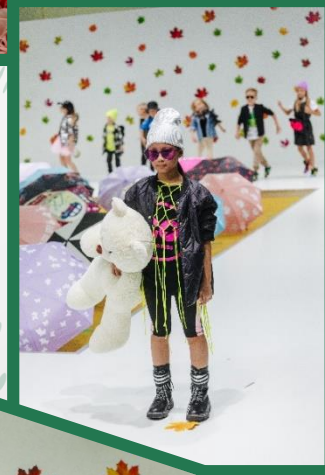


The catwalk participants benefit from the opportunity to:

- announce their company and showcase the new collection;
- 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



Learn more  
about CJF -  
Children's  
Catwalk



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.





# Marketing opportunities for exhibitors



Mailings to visitor and exhibitor databases

**Sponsorship**

**Logos in the exhibition  
official catalogue**

**Presentation zone**

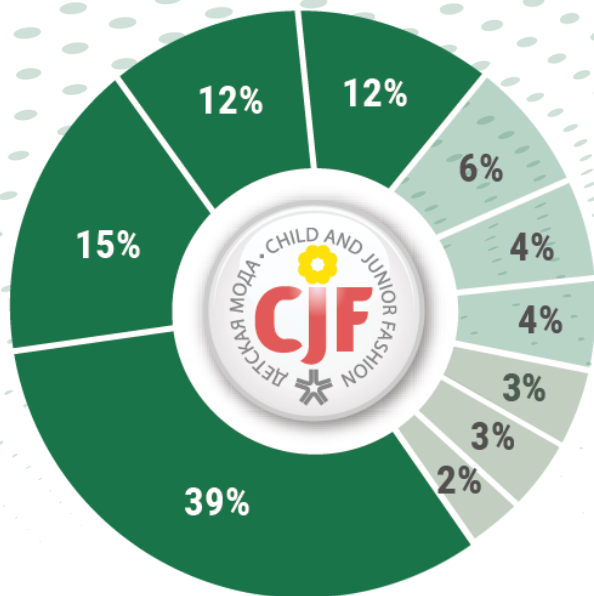
News on the exhibition website and  
social media

More  
promotion  
opportunities  
here



# High ROI

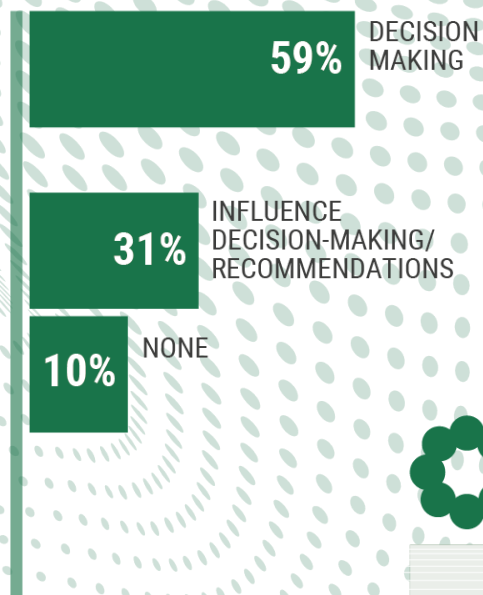
VISITOR  
JOB  
TITLE



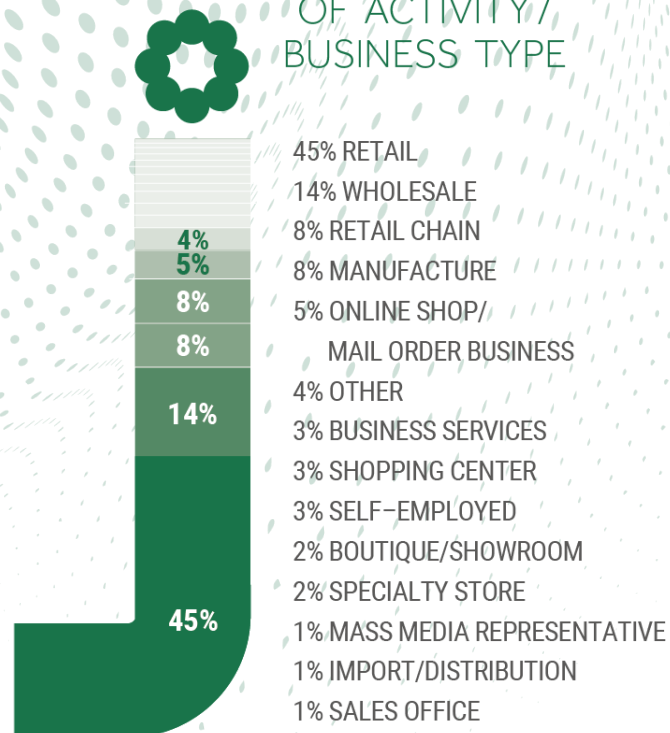
39% CEO/COMPANY OWNER  
15% HEAD OF PURCHASING / BUYER  
12% SALES MANAGER  
12% SELF-EMPLOYED  
6% OTHER

4% HEAD OF SALES  
4% DESIGNER  
3% HEAD OF MARKETING/ADVERTISING  
3% HEAD OF CATEGORY DEPARTMENT/  
CATEGORY MANAGEMENT  
2% STORE/BRANCH STORE MANAGER

VISITORS  
BY PURCHASING  
POWER



VISITOR FIELD  
OF ACTIVITY/  
BUSINESS TYPE





# Promotion campaign



## Mass media



## Internet

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



## Direct marketing

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



## Promotion activity

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



# Effective participation in CJF – Child and Junior Fashion



## Effective participation in CJF – Child and Junior Fashion at EXPOCENTRE Fairgrounds

- Information support (publication of news about your products on the website and social media, mailings, a handy exhibition catalogue, description of your brands on the website with convenient segmentation)
- A wide range of promotional opportunities (advertising on digital screens, floor signs, banner advertising, presentations, catwalk shows, promoters, etc.)
- Full range of exhibition services (comprehensive stand construction, visa support, professional interpreters, logistical support)
- Experienced event organisers, optimal dates, prestigious exhibition complex in the heart of the city, well-developed infrastructure, convenient pavilion
- Special offers of accommodation in hotels and apartments within walking distance from EXPOCENTRE Fairgrounds

### Contact us

Maria Sedova  
Project Head  
Phone: +7 (499) 795-29-01  
E-mail: [sedova@expocentr.ru](mailto:sedova@expocentr.ru)

Kristina Vedeneeva  
Manager  
Phone: +7 (499) 795-39-10  
E-mail: [vedeneevaks@expocentr.ru](mailto:vedeneevaks@expocentr.ru)

Book a stand  
2023





# Join us!



## Mir Detstva

*Industry projects,  
attracting  
only target  
professionals*

*Effective direct  
communication and  
product sales solutions*

*High  
quality of  
visitor audience*

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

*Conference  
programme  
for  
professional  
development*

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

*EXPOCENTRE's finest  
pavilions with advanced  
infrastructure*

*Professional  
approach*

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