



CJF

CHILD AND JUNIOR
FASHION

24–27
SEPTEMBER
2024

17–20
FEBRUARY
2025

22–25
SEPTEMBER
2025



INTERNATIONAL
EXHIBITION FOR CHILD
AND JUNIOR FASHION

www.cjf-expo.ru/en



EXPOCENTRE Fairgrounds
Moscow, Russia

Advertising 12+

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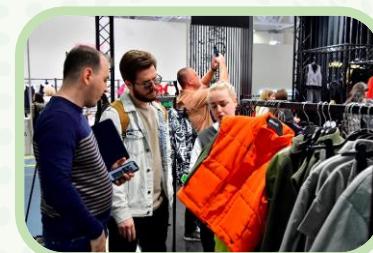


Time-tested success

2007



CJF – Child and Junior Fashion Salon (former Salon of Child and Junior Fashion, Maternity Wear) declared itself as an independent event within the Mir Detstva exhibition and received the status of a stand-alone trade show.



2010



CJF – Child and Junior Fashion takes place twice a year, in February and September, in accordance with the cycle of wholesale purchases in this market segment.



2020



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



Time-tested success



Since CJF was launched within the Mir Detstva exhibition, it has 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 in the children’s fashion industry from all over the world. CJF 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 trade show of clothing and footwear for children, teenagers and expecting mothers.



Product sectors



Children's clothing



Children's footwear



Accessories
for children



Premium – clothing
of premium brands



Teens – clothing
for teenagers



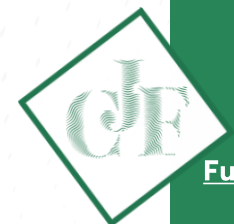
Trading
equipment



Fabric and garment
accessories



Maternity wear



Full list
of
products



Results of CJF – Child and Junior Fashion 2023



SPRING
5,767 sq m
of exhibition
space

227
exhibitors

AUTUMN
6,076 sq m
of exhibition
space

275
exhibitors



13,300+
of professional
visitors*

from **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 organisations, industry
associations and agencies

*Total number of visitors to
CJF – Child and Junior Fashion 2023. Spring
and CJF – Child and Junior Fashion 2023. Autumn



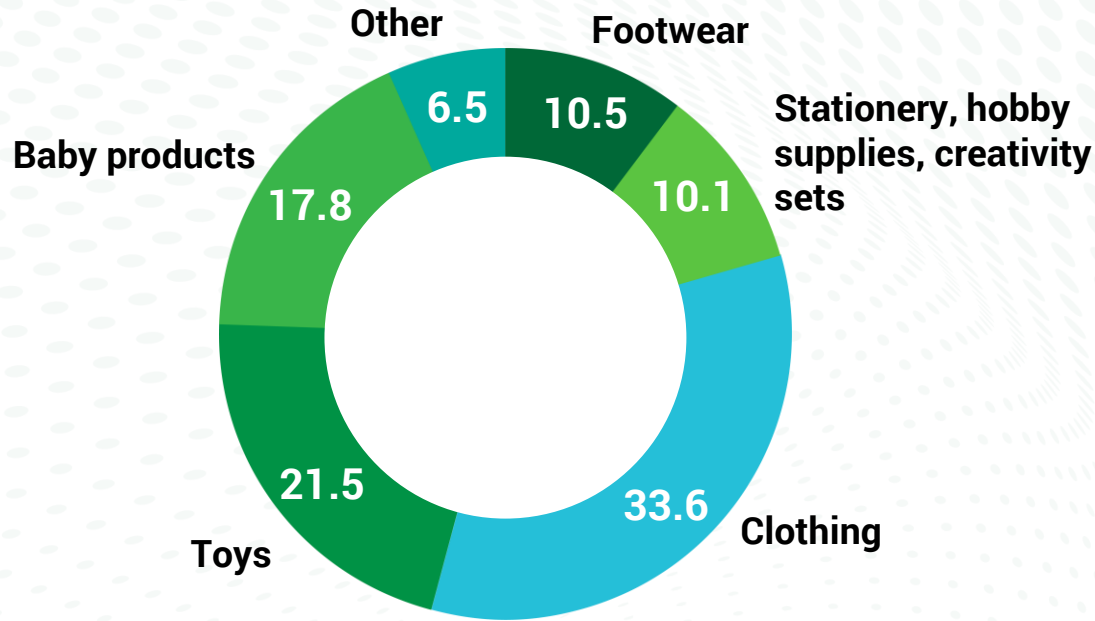
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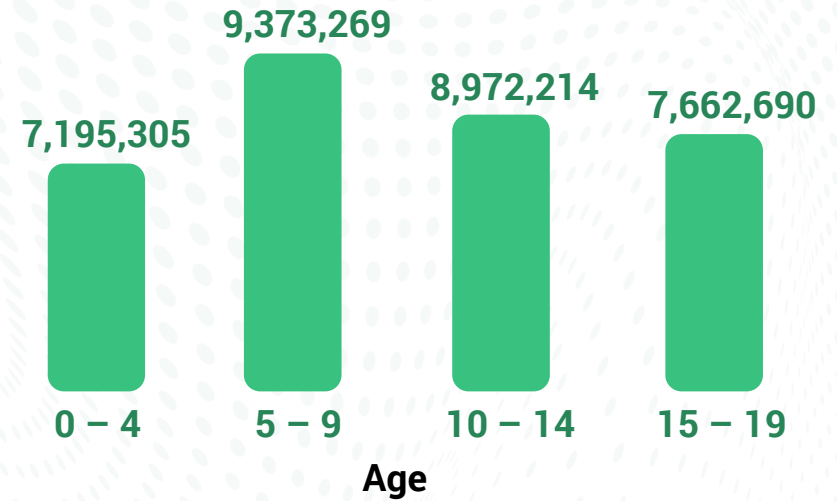
CJF – Child and Junior Fashion is



Children's industry in Russia



Population (male and female)



Total toy sales in Russia

	rouble	US dollar	euro
2019	176 bn	1.8 bn	1.7 bn
2020	189 bn	1.9 bn	1.8 bn
2021	198 bn	2 bn	1.9 bn
2022	251.3 bn	2.6 bn	2.4 bn



Conference Programme

More than 40 major events within the action-packed combined conference programme of the Mir Detstva 2023 and CJF – Child and Junior Fashion 2023. Autumn with participation of top industry experts.

In order to ensure a wide coverage of foreign and regional professional audiences, the conference programme of the exhibition was organised in offline and hybrid formats.



CJF – Children’s Catwalk



For years of the project existence, by joint efforts of organisers, CJF – Children's Catwalk has reached a new quality level and showed the best collections of seven companies.

The catwalk participants benefit from the opportunity to

- announce their company and showcase a 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



[More about CJF – Children’s Catwalk](#)



Trend tour around CJF

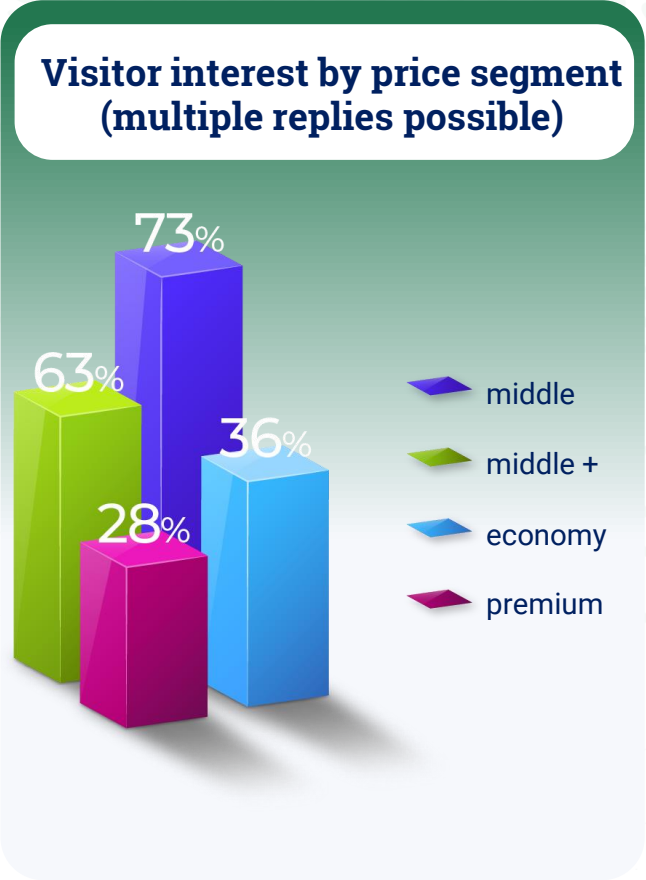
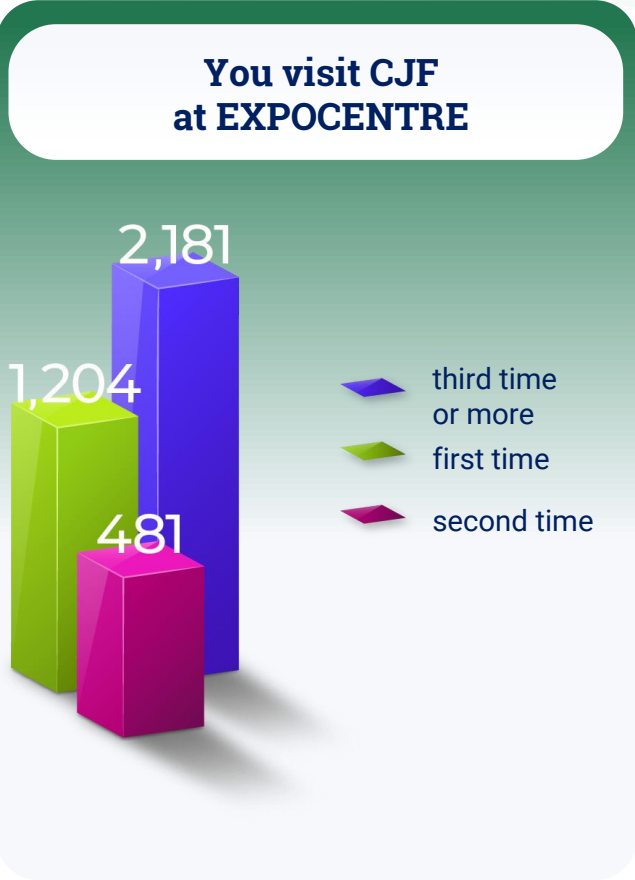
Trend reviews of future seasons 2025 and a trend tour with presentation of the latest novelties in exhibitors' collections.



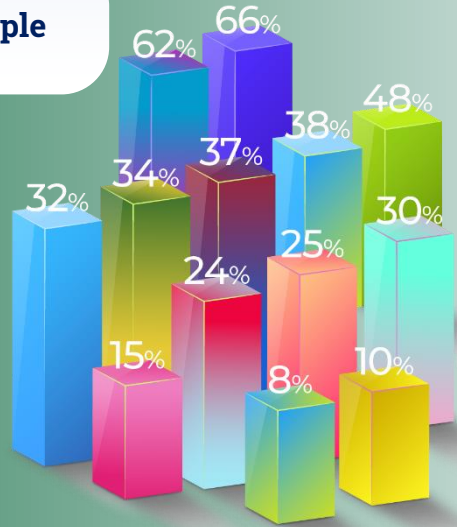
Marketing opportunities for exhibitors



High ROI

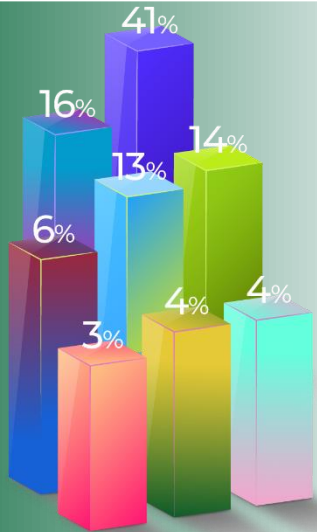


Product sectors you are most interested in (multiple replies possible)



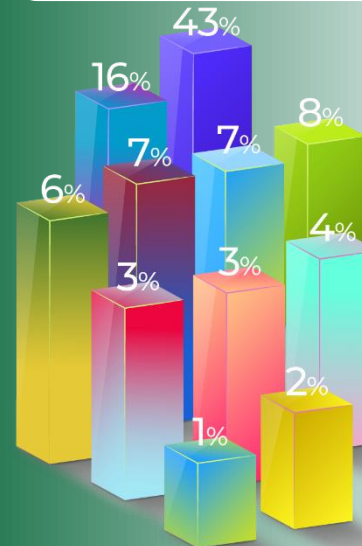
- Children's clothing from 3 to 10 y/o
- Children's clothing from 10 to 16 y/o
- Children's clothing from 0 to 3 y/o
- Accessories for children
- School uniform
- Footwear for children
- Headwear
- Hosiery
- Clothing and footwear of premium brands
- Clothing and footwear of European brands
- Fabrics and garment accessories for production of children's clothing and footwear
- Trading equipment
- Clothing for pregnant women

Visitor job title/position



- Business owner / director
- Head of sales department / sales manager
- Head of purchasing department / buyer
- Self-employee / store / branch store manager
- Head of category department / category manager / designer
- Head of marketing / advertising department / marketing manager
- Other
- Student / mass media representative

Visitor field of activity



- Retail
- Wholesale
- Production
- Retail chain
- Shopping centre / specialty store / boutique / showroom
- Online shop / parcel trade
- Business services
- Self-employed
- Other
- Importer / distributor / sales office
- Mass media representative



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



Exhibitor feedback



Elena Kalgina

Executive Director of the National Project Fund, co-founder of the I'm on Style project

"We showed part of our collection, which we created as part of the I'm on Style project. There was a fashion show where we presented images with cartoons from the golden collection of Soyuzmultfilm. Before that, a large panel discussion was held to discuss the importance of patriotic education in the production of children's goods and clothing, and how important it is for manufacturers today to think about the content they carry, including on the main information carrier of the 21st century – clothing."



Alyona Depechemode

Art Director and co-founder of the I'm on Style project

"All trade shows are very important for manufacturers and are the main lever to promote their goods on the market. CJF is the undisputed leader. It is the most important trade show, the highest quality trade show in our country, a landmark trade show where a huge number of wholesale and retail buyers, the press, designers and manufacturers flock to. It is an undeniable trend, and we are happy to be here, happy to be in a beautiful, bright, creative space, happy to network. We had a large conference, a dozen masterclasses by mentors of the I'm on Style project, and all this was possible thanks to such platforms as CJF – Child and Junior Fashion."



Svetlana Bukina

Founder of the Babybu brand

"I represent a Russian new brand. We took the decision to participate in the trade show spontaneously. We didn't regret it. There are a great many visitors. We found a common language here, we realised that we entered the Russian market at the right time, at the right hour. I believe that we not only got everything we wanted, but even more. We will be glad to participate in the exhibition again. Take part in the CJF – Child and Junior Fashion exhibition, come to us, come to our neighbours, come to all those who are going to live in Russia and work in Russia. Good luck to everyone!"



Shasha Guo

MIASIN's Chief Designer

"We present a collection mainly for teenagers. We have been participating in CJF for three years now, and every time we get so many new customers. This time we got a very good result, a significant number of orders. I thank CJF for giving us this chance. CJF is a very big opportunity: everything you need, you will find here. See you next year!"



Effective exhibiting with a participation package



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

We have special rental rates for exhibitors who intend to participate in both editions of CJF.

17–20
FEBRUARY
2025



Child and Junior Fashion.
Spring



Child and Junior Fashion.
Autumn

22–25
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Contact us

Maria Sedova

Project Head

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

E-mail: sedova@expoctr.ru

Marina Fedorovskaya

Manager

Phone: +7 (499) 795-25-57

E-mail: fedorovskayama@expoctr.ru

Tatyana Suprun

Manager

Phone: +7 (499) 795-28-86

E-mail: supruntk@expoctr.ru

Book a stand
2025





Join us!



**Book a stand
2024**

