



CJF

CHILD & JUNIOR
FASHION

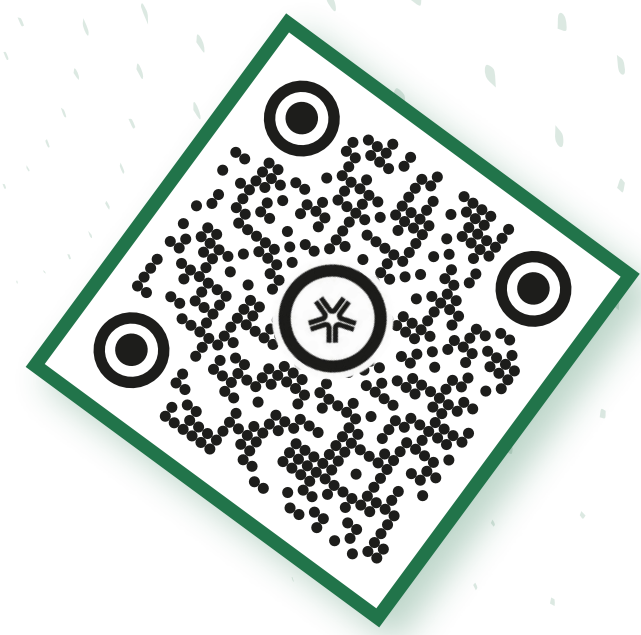
24–27
SEPTEMBER
2024

17–20
FEBRUARY
2025

22–25
SEPTEMBER
2025

INTERNATIONAL
EXHIBITION FOR CHILD
AND JUNIOR FASHION

www.cjf-expo.ru/en

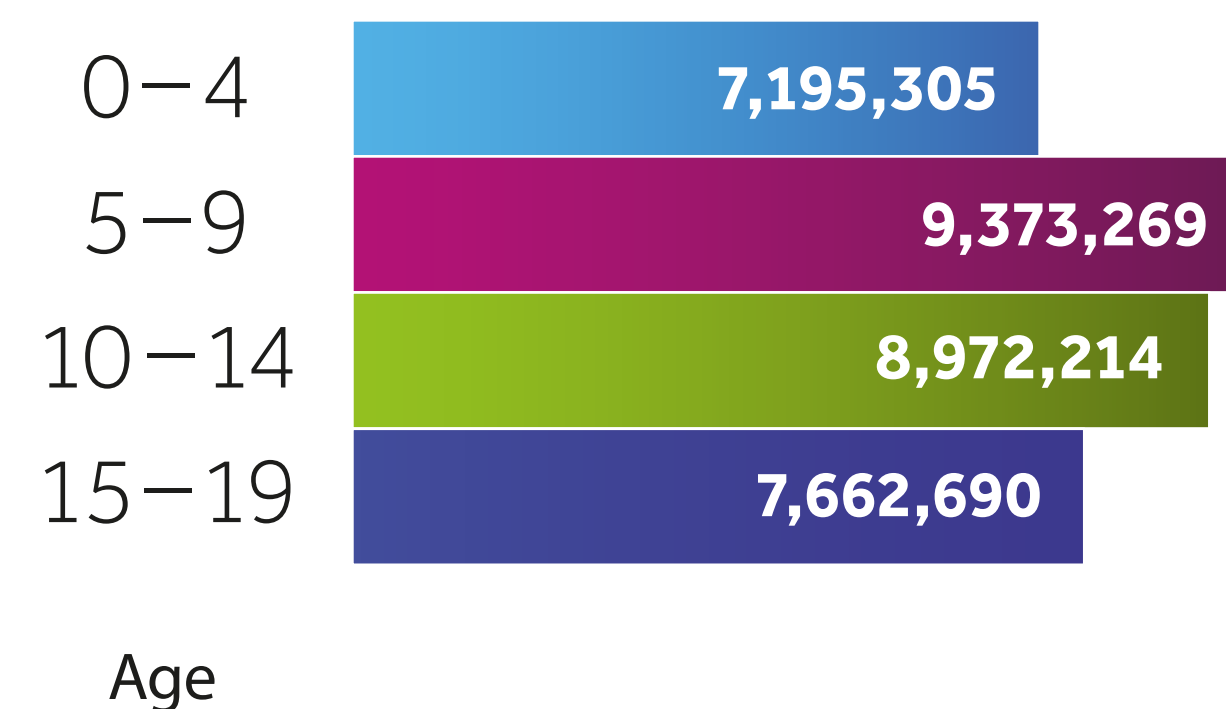


EXPOCENTRE Fairgrounds
Moscow, Russia

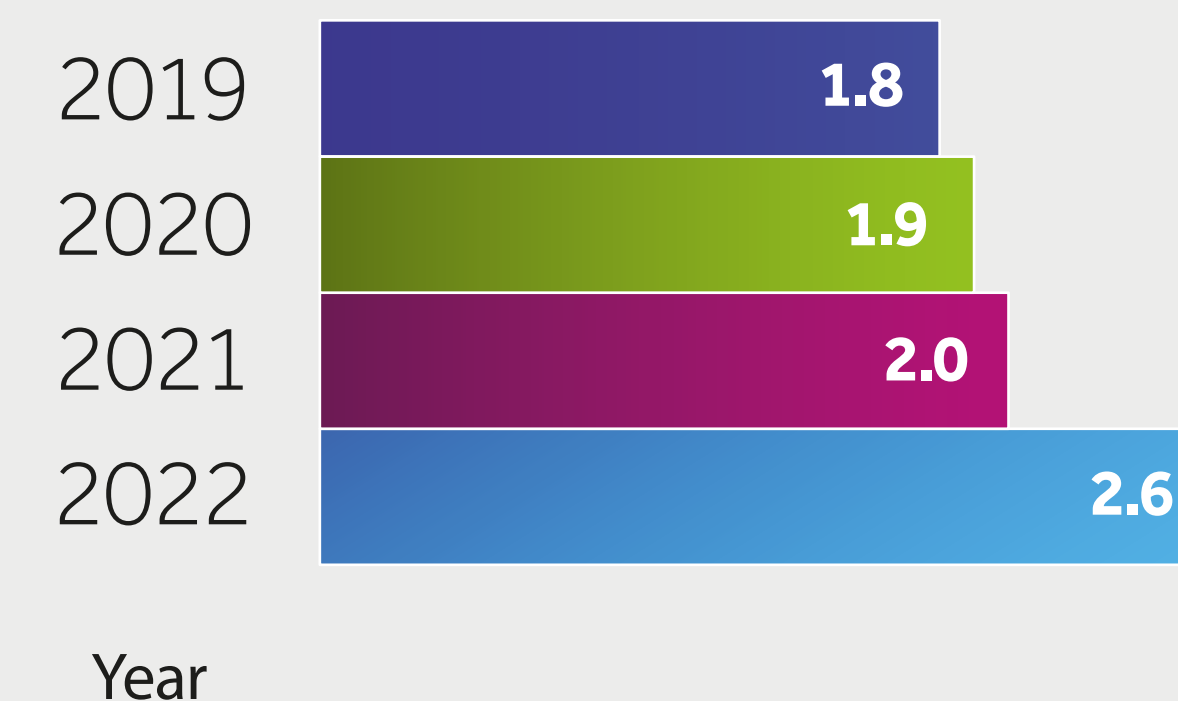
Children's industry in Russia



Total number of children by age groups

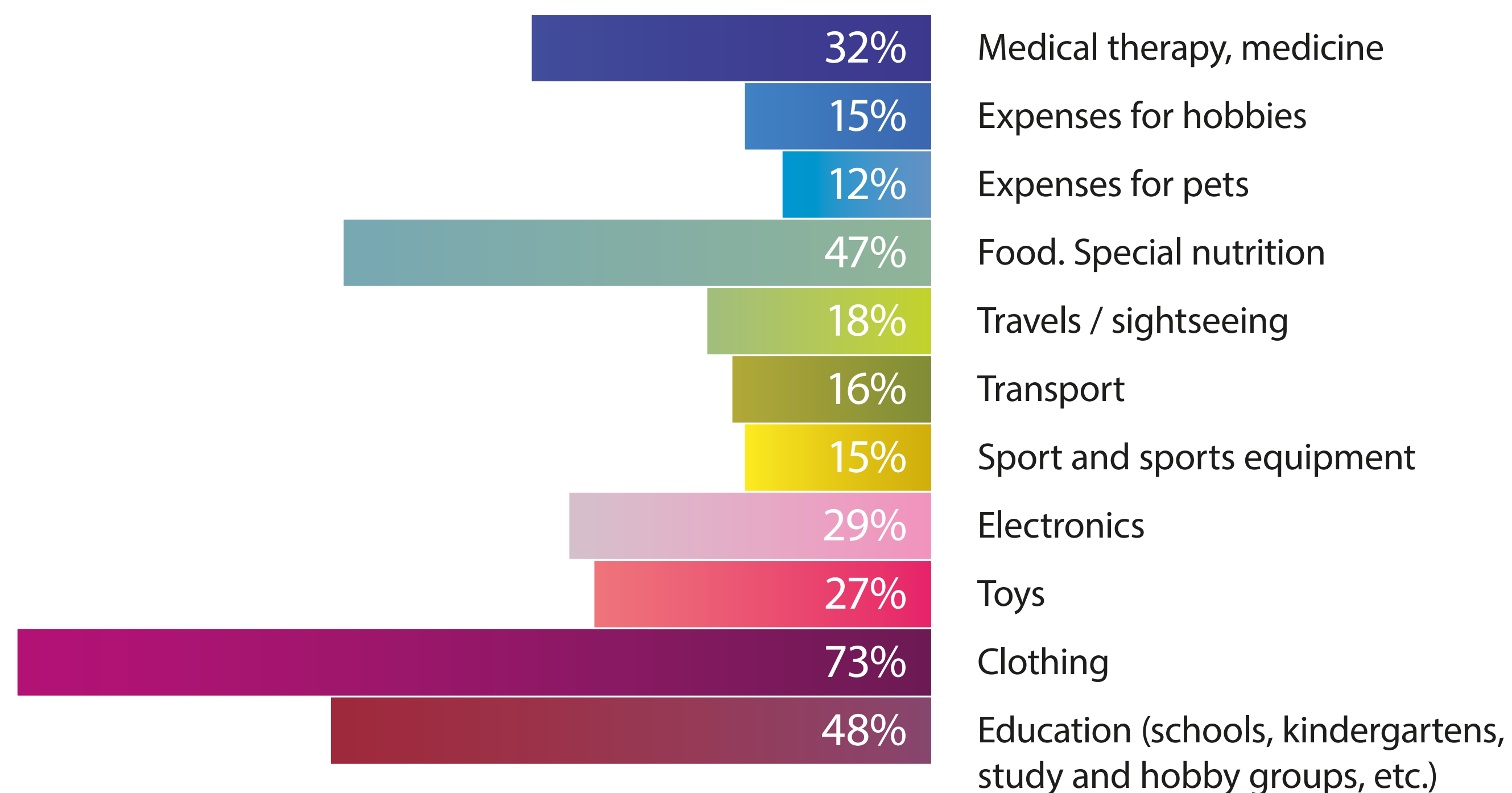


Total sales in Russia billion USD



The Russian market of children's goods is growing. By the end of 2024, it is expected to increase by 12% (forecast by the Children's Goods Industry Association)

Children's industry in Russia



According to the Rosgosstrakh insurance company, most Russian families spend about RUB 50,000 on childcare a month.

Trends



- Fashion products are one of the most popular categories on online marketplaces. For example, the range of fashion products has expanded seven times and the number of sellers grew four times on Ozon in the first six months of 2014 alone. According to Yandex’s online survey, 60% of users buy clothes and shoes in all available sales channels, 18% only on marketplaces, 10% only in offline shops, and 8% only in online shops.
- Sales of non-luxury goods will grow steadily with a year-on-year growth of 2-4% in 2024.
- In the face of uncertainty, consumers will favour product categories and brands they trust.

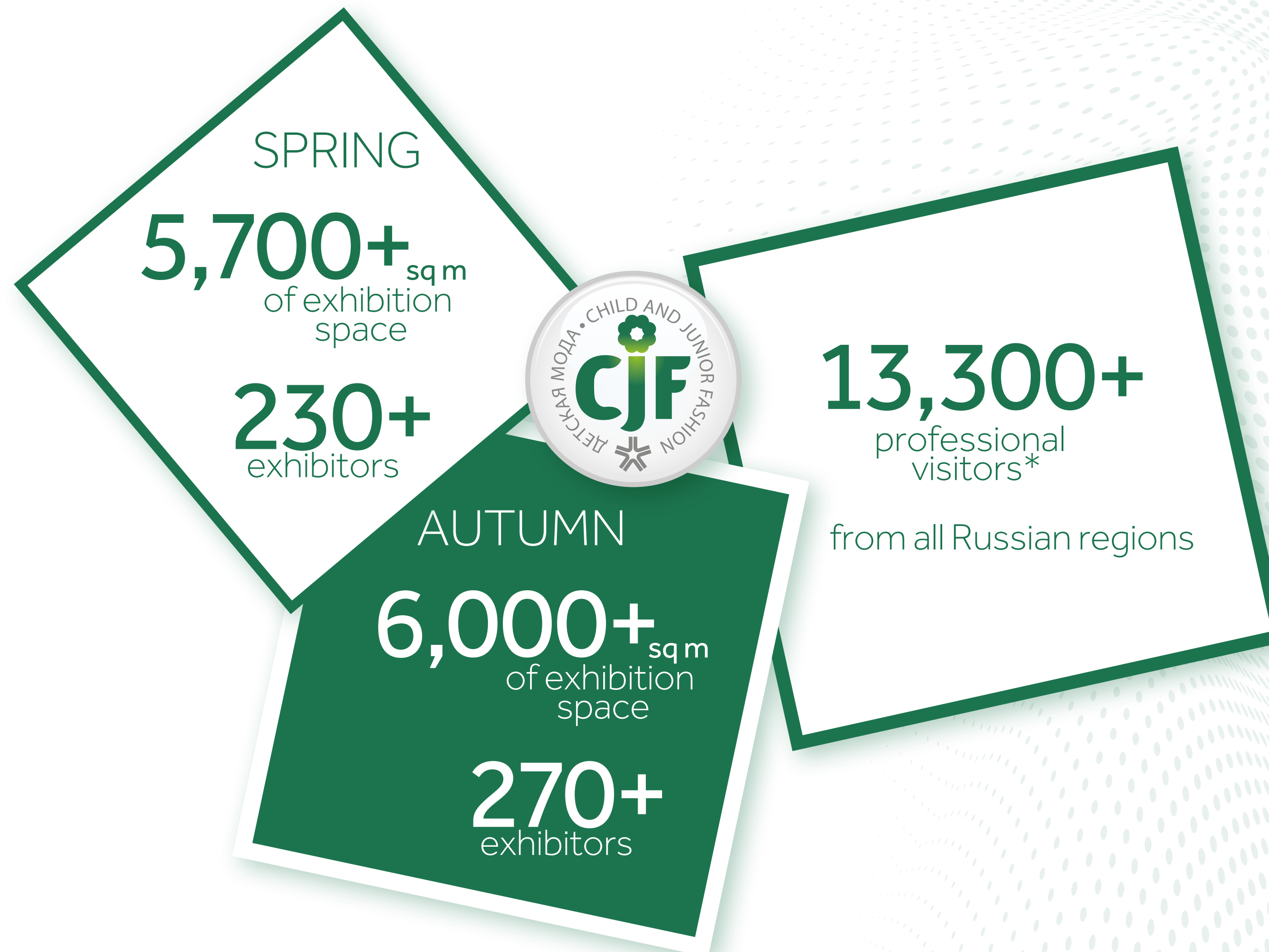
Results

of CJF – Child and Junior Fashion 2023

Organised by EXPOCENTRE AO

Under the auspices of the Russian Chamber
of Commerce and Industry

In close cooperation with Russian 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

Product sectors



Conference programme

More than 40 major events within an action-packed conference programme of CJF – Child and Junior Fashion with participation of top industry experts.

- E-commerce
- Purchasing Centre of Retail Chains™
- Special programme for retailers
- Integrated Internet Marketing for the Children's Industry
- Russian Trade Forum for Children's Goods Suppliers
- Distribution 2024: Where to Go for Sales
- Workshop on Logistics and Foreign Trade: New Opportunities
- Review of Trends for Autumn/Winter 2024/2025: the Fashion Industry's Top Moods, Colours, Prints and Shapes



Special programmes for buyers



CJF. Children's Catwalk

An effective platform to present your brand to professional visitors

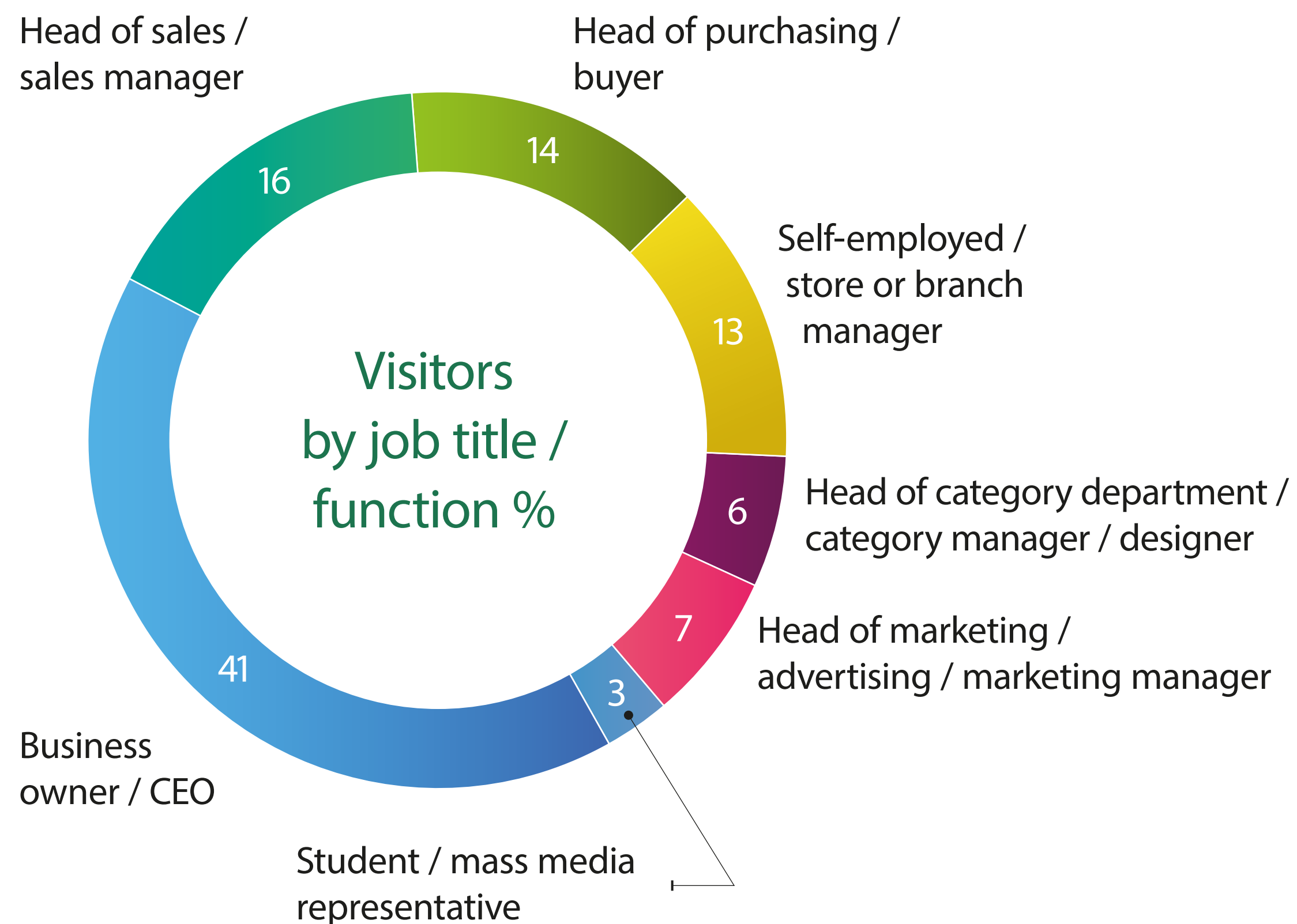


Trend Tour around CJF

Trend reviews of the coming 2025 seasons and a trend tour with presentation of new products in the exhibitors' collections

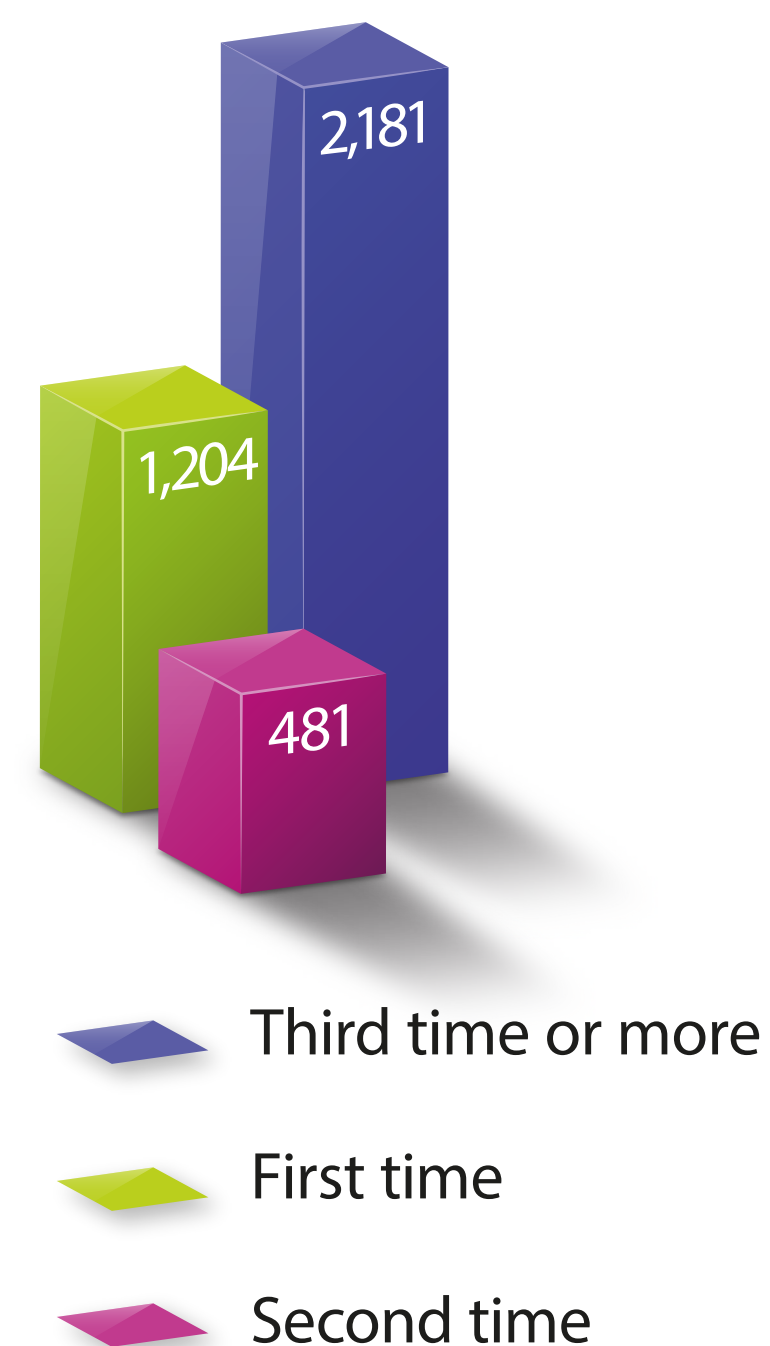


Visitor profile



More than 89% of the visitors are purchasing decision-makers or influencers

Visitors attend CJF



Visitors by their interest in price segments

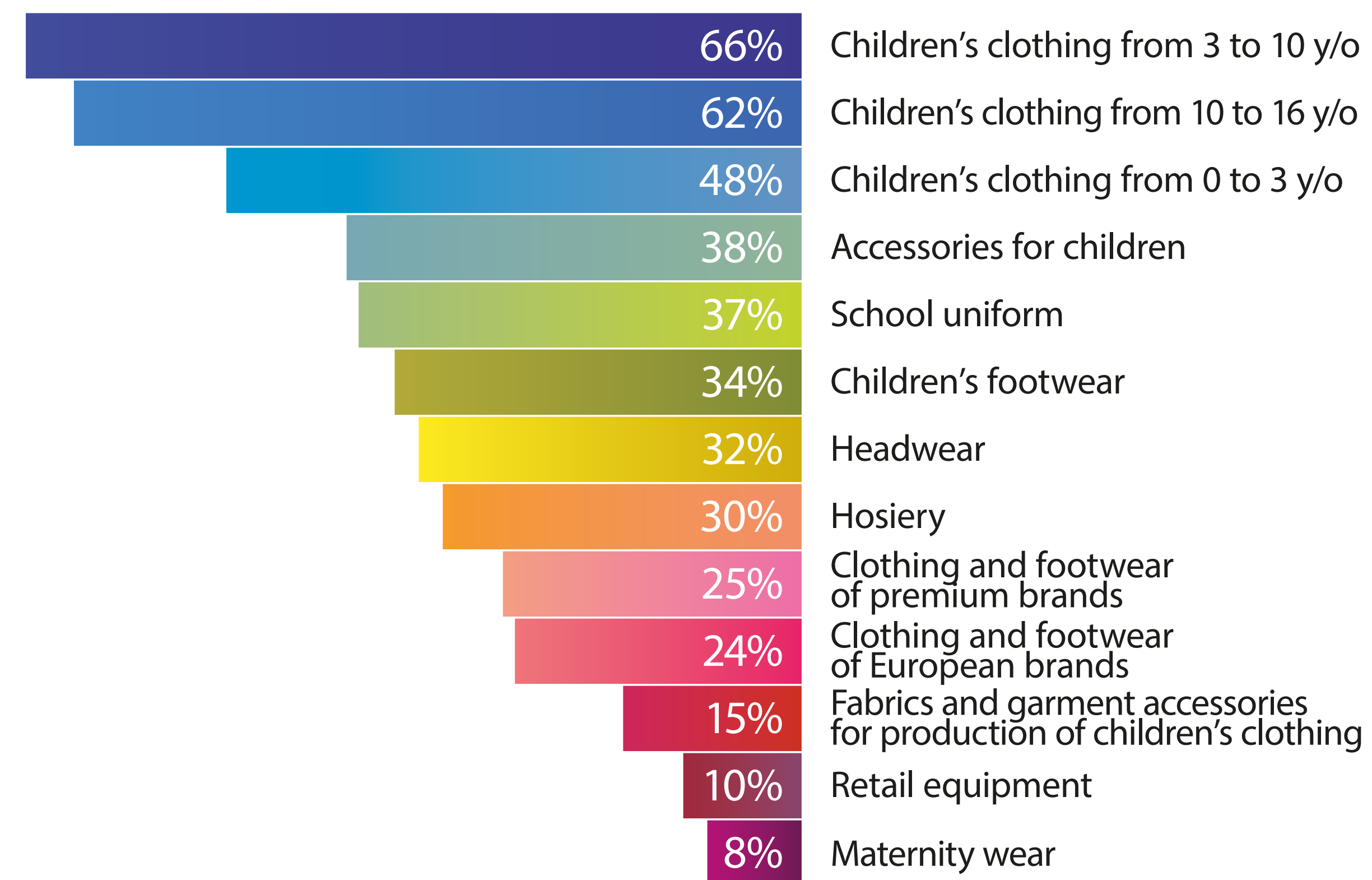


Multiple replies possible

Visitor profile



Visitors by their interest in product sectors



Multiple replies possible

Exhibitor feedback



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, the landmark trade show where a huge number of wholesale and retail buyers, the press, designers and manufacturers flock to. It is an undeniable trend. 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 this was all possible thanks to such platforms as CJF – Child and Junior Fashion."



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 had created as part of the I'm on Style project. There was a fashion show where we presented designs 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."



Svetlana Bukina

Founder of the Babybu brand

"I represent a new Russian brand. We took the decision to participate in this trade show spontaneously. We do not regret it. There are a great many visitors. We found a common language here. We realised that we had 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 this trade show again. Take part in CJF – Child and Junior Fashion, come to our stand, 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 designed 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 and a significant number of orders. I would like to thank CJF for giving us this chance. CJF is a very big opportunity. You will find everything you need here. See you next year!"

Marketing opportunities for exhibitors

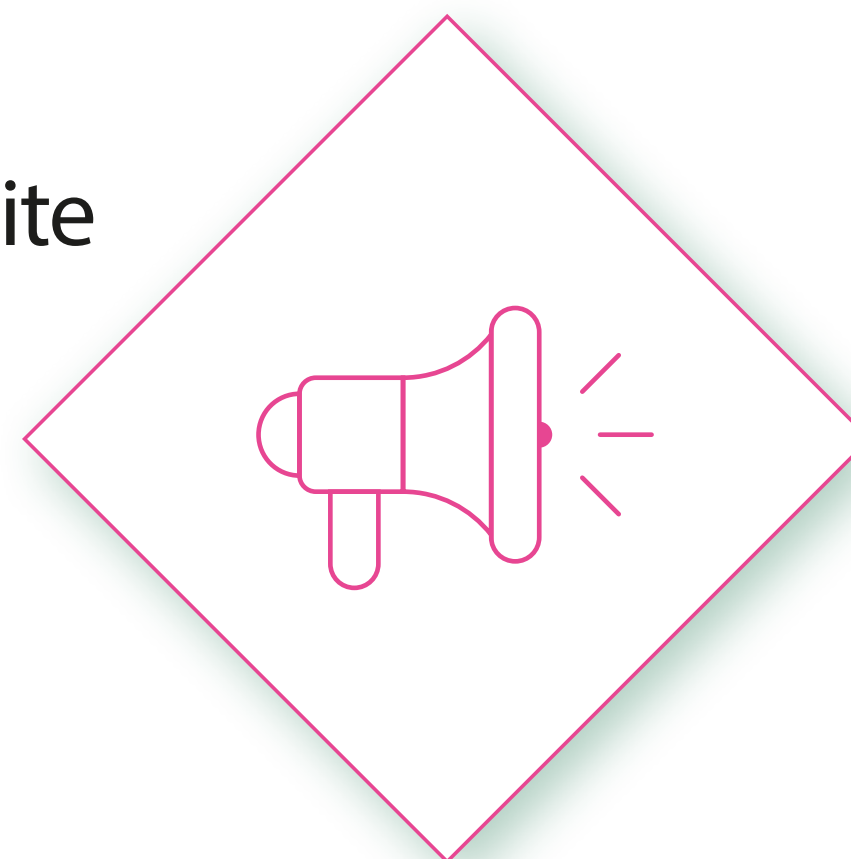
Mailings to visitor
and exhibitor
databases



Logos
on the brand
page



News on the
exhibition's website
and social media



Effective exhibiting

- Space for your individual stand construction
- Shell-scheme stand
- Special showcase
- Stand + participation in CJF. Children's Catwalk
- Attractive package offer for 2025
Special rental rates for exhibitors who intend to participate in both semiannual editions of CJF



Contact us

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