

12+



CJF

CHILD & JUNIOR
FASHION.

www.cjf-expo.ru/en

16–18
FEBRUARY
2027

15–17
SEPTEMBER
2027

INTERNATIONAL EXHIBITION
FOR CHILD AND JUNIOR FASHION

Timiryazev Centre
Moscow, Russia

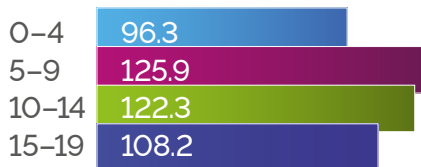
Crocus Expo
Moscow, Russia



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA



NUMBER OF CHILDREN BY AGE GROUP, THOUSAND PEOPLE



Age

MARKET VOLUME

Ballpark figures:

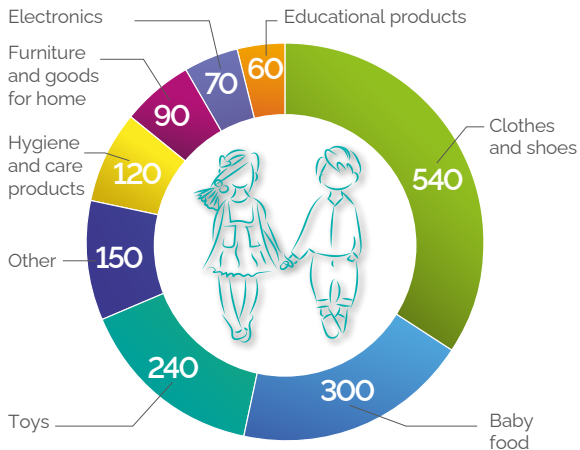
THE CHILDREN'S CLOTHING MARKET	370-400 BILLION RUBLES
THE CHILDREN'S SHOES MARKET	120-140 BILLION RUBLES
THE COMBINED MARKET OF CLOTHES AND SHOES FOR CHILDREN	500-540 BILLION RUBLES

FORECAST FOR 2026:

Data from open sources

- 5-7% of growth
- The share of children's clothing is about 15% of the total fashion market

SALES VOLUME OF THE CHILDREN'S GOODS MARKET IN 2025, BILLION RUBLES



KEY GROWTH DRIVERS

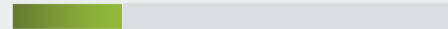
- Increasing the medium+ segment and focusing on quality
- Popularity of eco-friendly and safe materials
- Development of online commerce and marketplaces (Ozon, Wildberries, and Yandex Market)

SALES STRUCTURE

Clothing: ~ 75% of combined market



Shoes: ~ 25% of combined market



MARKET STRUCTURE BY PRICE SEGMENTS

- Low: ~ 60%
- Middle and middle+: ~ 30%
- Premium: ~ 10%



SALE TRENDS OF CHILDREN'S CLOTHING AND FOOTWEAR 2026

INCREASE IN THE NUMBER OF ONLINE CHANNELS



ECO TRENDS AND RESPONSIBILITY OF BRANDS



SEASONAL CAPSULES AND QUICK RESPONSE TO TRENDS



INCREASE IN THE AVERAGE RECEIPT DUE TO THE FUNCTIONALITY



SALES VIA CONTENT



PERSONALISATION AND CUSTOMISATION



KEY TRENDS

- ECO MATERIALS AND SUSTAINABLE PRODUCTION
- ADAPTABILITY AND FUNCTIONALITY
- VIBRANT DESIGN AND PERSONALISATION
- GENDER NEUTRALITY
- COMFORT AND HEALTH OF CHILDREN

RESULTS

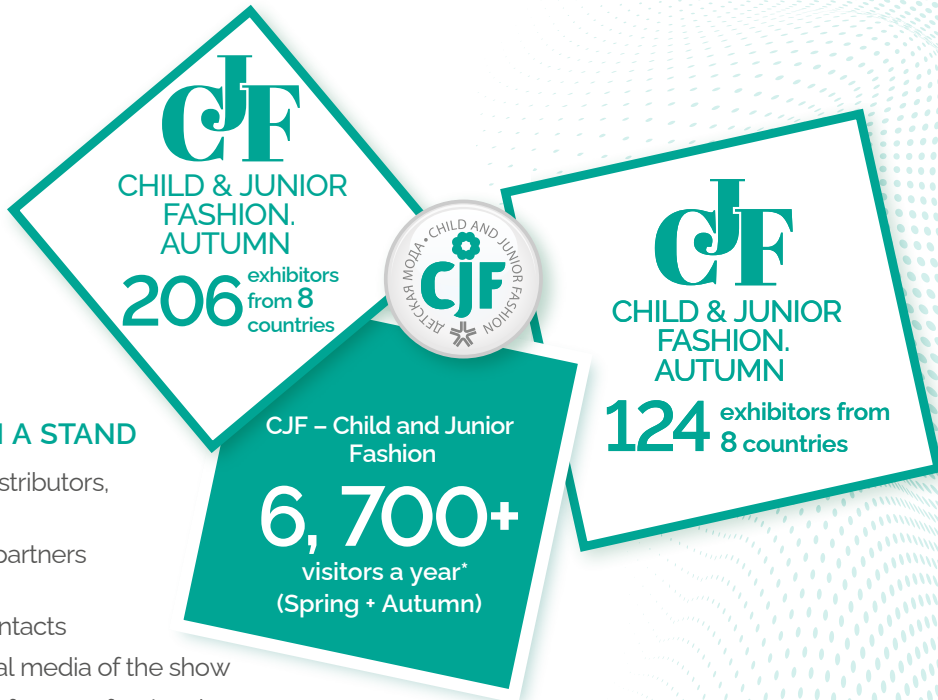
Organised by EXPOCENTRE AO

Under auspices of the Russian Chamber of Commerce and Industry

In close cooperation with Russian federal authorities, business support structures, and industry associations

THE ADVANTAGES OF PARTICIPATING WITH A STAND

- Access to the target audience: wholesale buyers, distributors, retail chains, marketplaces
- Direct communication: face-to-face meetings with partners and clients
- Entering new markets: regional and international contacts
- PR and media: coverage in relevant media and social media of the show
- An opportunity to test the product: instant feedback from professionals



PRODUCT SECTORS



CONFERENCE PROGRAMME

50+ EVENTS

The show hosts major events, from conferences and forums to workshops and fashion shows. They are attended by representatives of government, government and public organisations, top managers of large companies, and industry experts.

EXPO Academy features presentations of leading experts about:

- e-commerce
- building a licensed business model
- building an assortment matrix
- working with brands
- the secrets of working with marketplaces
- running the store's Telegram channel
- motivating the store's team



CJF. Children's Catwalk & a trend tour: inspiration and insights for your brand



CJF. Children's Catwalk

Present your collection on the show's main catwalk

- Professional models are children
- Live broadcast on social media and on the media screens of the show
- Attention from buyers, the press, and bloggers
- An opportunity to emotionally represent the brand and stand out from the competition

Your models are your best ambassadors!



Trend tour

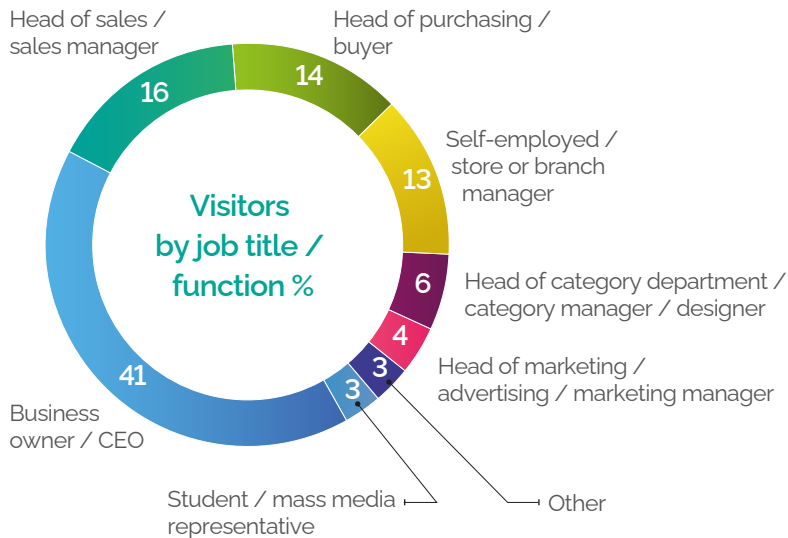
Find out what will be trending in children's fashion in the coming years

- Presentation of trend analysis from industry experts
- An overview of current colours, prints, textures, and silhouettes
- An opportunity to see the trends in products of the exhibitors
- Face-to-face contacts with designers, technologists, and marketers

Get ideas that will become the basis of your future collections!



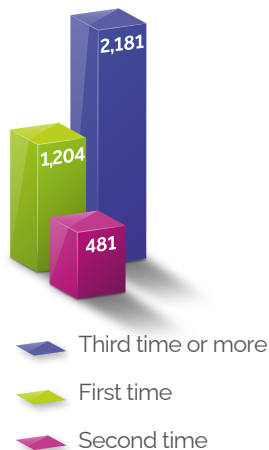
Visitor profile



Source: visitor questionnaires

MORE THAN **89%** OF THE VISITORS ARE PURCHASING DECISION-MAKERS OR INFLUENCERS

Visitors attend CJF



Visitors by their interest in price segments



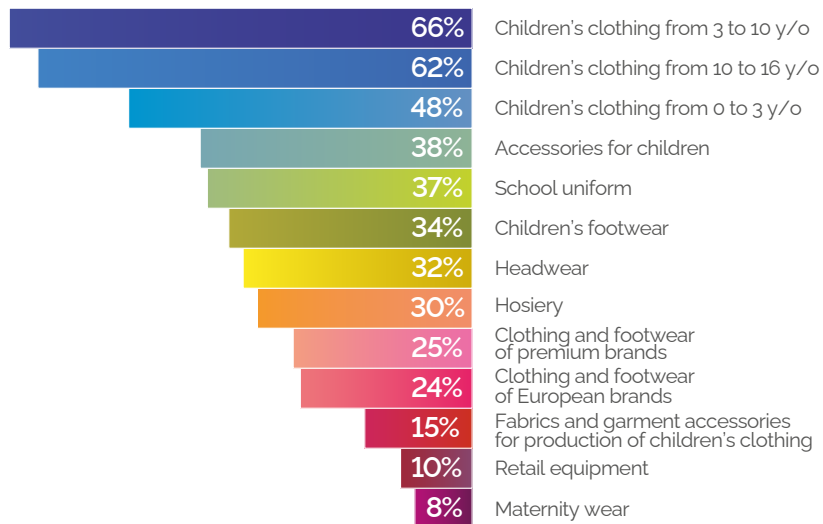
Multiple replies possible

Visitor profile



Source: visitor questionnaires

Visitors by their interest in product sectors

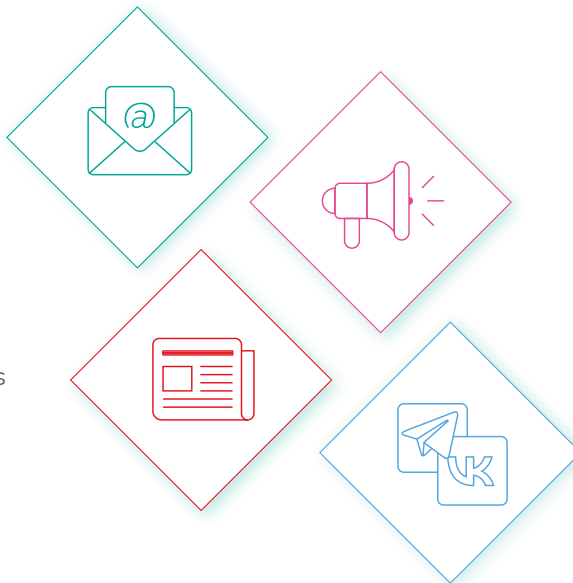


Multiple replies possible

Increase ROI from participation by using all the marketing tools of the show!

Your brand is in the spotlight even before the show opens

- Newsletters about exhibitors based on the CJF verified visitor database
- Placement of the exhibitor's logo and information on the brands page of the CJF website in advance
- Publication of news about the exhibitors on the CJF website and social media (VK, Telegram)
- Targeted promotion in digital channels to the target audience (buyers, distributors, and retailers)



Why it is important

- Increases your brand awareness before the show starts
- Attracts the attention of target visitors to your stand
- Creates a news opportunity for the media and bloggers
- Increases the flow of interested customers

Call to action

- Seize all available CJF marketing opportunities
- Start the promotion now: send your materials to the CJF team



FASHION STARTS WITH CHILDHOOD. BUSINESS STARTS WITH FASHION

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CJF

CHILD & JUNIOR
FASHION.
AUTUMN



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JOIN US AT CJF – Child and Junior Fashion!

We will help you to choose the best
option for your participation

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