

ETHICAL FASHION SHOW

1. OVERVIEW

This project has encouraged participants to make products that combine an international aesthetic with an ethnic feel and underlying traditional technique or skill. By modifying products to reflect contemporary international design and introducing the importance of story as a marketing tool, companies were able to establish an emotional connection with prospective buyers. Companies that came to the show with samples that reflected an aesthetic that felt comfortable and familiar to buyers and also embodied and highlighted unique skills and techniques were successful.

2. SUCCESSFUL PRODUCTS:

DILBAR

- Dilbar was a favorite with the organizers and her garments impressed many buyers. In particular the white dip dyed gown, which the consultant encouraged her to take full-length sleeves off of. The consultant suggested she bring the simple black-jeweled gown for it's elegance and sophistication and this was also a hit with press and buyers. The new simple green length green silk dress with jeweled neckpiece was a standout garment at the show.



HAFT PAIKAR

- Haft Paikar did really well with her embroidered belts and pillowcases. She received orders for the triangle belts and pillowcases, both made with suggestions from the consultant.



MAGIC FELT

- Magic Felt received particular interest in two types of capes/ ponchos specifically made with the consultants' inputs; unique Kyrgyz capes made in a European silhouette and Classic simple capes
- They received a lot of attention from press, organizers and buyers



SUMAN

- Suman received interest and had a potential order for her embroidered velvet cushions seen below in green



VOROTNIKOVA

- Vorotnikova received a lot of interest in her felted coats, felted flower jewelry, felt bags and silk and felt scarves.
- This company successfully integrated her own design aesthetic with the consultant's suggestions to create products that appealed to an international audience.



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Z&Z

- Z&Z received positive interest in their simple embroidered jackets, the long silk dress chosen to be part of the entrance display, the maroon embroidered dress and the Uzbek silk striped jacket.



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3. LOGBOOK:

- See annex 1.

4. COMPANY FEEDBACK:

- Vorotnikova:
Tatiana Vorotnikova -I am so happy to be part of ITC's project; I would like to thank everyone who assisted us, to participate in the EFS in Paris. Even though it was our first participation in such an event, we already have 10 contracts with buyers, which we met at EFS. Below is a list of companies and buyers, which have shown a big interest in our products:

- Monica Rebolledo, Columbia
- Sass Brown, US
- Jillian Estey-Viennet
- Gloria Gobbi (Antichi Kimono) Italy
- Mathilde Lous, France
- Les atelier heterocities, France
- Saranguerel, France
- Oriflame, Sweden
- Kane agency, France

Also, I would like to thank the EFS defile organizers; we did not know that our products could be so acceptable globally. The fashion show was organized at a high level.

- Z&Z Company:
Venera Tagaeva- The EFS show, which took place at The Louvre, was a breathtaking event for our company. We were proud of to be among 100 companies, which participate in the fair. For the first time at The Louvre, exhibitors and guests of the EFS could see authentic and unique Kyrgyz traditional costumes. For our first time on the stage (catwalk) we had the opportunity to show Kyrgyz traditional garments such as, kemsel, beshmant, and beldemchi. On behalf of Z&Z Company I would like to thank ITC staff, and consultants for their big effort, for the chance to present our products and to be the first group of companies to show Kyrgyz costumes at the Louvre. Below is the list of buyers and companies, which showed interest in our products.
 - Cyrille Rousseau, (agent who works for retailer which has shops in 9 cities in south of France)
 - Lyudmila Mihailova, Trend Tendance shows room, Paris, France
 - Futurefrock, online store, France
- Magic Felt:
Tynys Kydyrov- for our company the EFS was a big challenge and a good lesson. We learned a lot about customer's needs from France, Italy, and South America and The US. Many customers recognized our products and buyers and we took a prize at the show. We were the only company from Central Asia, which took prize from EFS. For me personally, it was my first visit abroad and I was surprised by the concept and power of The EFS. Our company has received many prizes in the past, we even we have the quality seal of UNESCO and our collection was recognized as the best at Kyrgyz Fashion Week, but the Paris experience will give us more opportunities. We look forward to introduce Kyrgyz traditional felt making techniques to the European market. We are ready to teach students from The EU how to make felt and share our knowledge with them. The fashion show was well organized and professionally represented by fair organizers.

Below, list of buyers and companies interested in our products

- Christine Delpal, Karavan authentic, France
- Velez Lucia, France
- Tony Riga, France
- Lucie Havlova, Happy Materials, Czech Republic
- Amandine Pellizzari, Casames, France
- Verde Doncella, Spain
- Louise Turner, Fred Segal hats, USA
- Betty de Paris, France

- Dilbar Fashion House:
Dilbar Ashymbaeva -Our experience at EFS, "Carousel de Louvre":
 - 1.This exhibition is not our segment, not our show. It felt more appropriate for producers of souvenir products at lower prices. Our prices at this fair looked strange. The organizers were unprofessional, no one knows us in this market, the organizers cannot pronounce the name of our country, and they showed us under another name.
 2. There was poor media coverage of this exhibition, with few journalists, no buyers at all for our product and the participants themselves or strangers approached us from the Louvre museum.
 3. There were a few visitors and buyers on the last day of the show that told us "It's haute couture, royal, but why you have not yet sold in Paris you have such high prices and quality, what are you doing here?" At the same time in Paris, we found out there was another exhibition called "Who's next?" Which exposed young unknown and fashion houses, design studios, producing fashionable clothes for buyers of big retailers and small shops.
 4. I have participated in hundreds of shows at the different levels, but this outrageous attitude to garments from our collection, starting with the primary samples and photographs of participation in the fashion show, I have not seen anywhere else.

- Suman:
Mrs. Faizimo Ibragimova -I am very thankful to ITC team and our international experts, Riley Salyards and Rupa Ganguli, who provided us assistance in the preparation and during the fair. It is the second time I visited Paris with ITC. First time, in February 2010, I participated in a study tour to two big international fairs in Paris: "Texworld" and "Pluriel". First time we participated as visitors, but this time we were provided the opportunity to participate and exhibit our products.
Indeed, for me as a first time exhibitor in such an exhibition, it was a learning opportunity, as this exhibition is a specialized one, with its own required criteria for products. As our products are mainly from the collection of national embroidery, including handmade and natural products with national embroidery, there was interest from European buyers, retailers and mass media. We had interest from one of the French boutiques. This boutique is particularly interested in pillows and cushions from cotton fabric, using national embroidery. Indeed, as this is the first time we are participating in such a specialized fair, we know how to prepare better for next time, in terms of better designing the products and following all requirements, for example we had to prepare also labels and tags. But in overall, I think it was very good opportunity to exhibit our products, to learn the market and to find possible clients for our existing products and those with new proposed designs. The most important thing is that it was a learning opportunity, which

we are going to use in our future work, as the real work begins after the fair, following up the clients and possible buyers, by contacting and finding ways of cooperation with them. Once again I would like to express my gratitude to ITC team, particularly to our Regional Manager, Mr.Armen Zargaryan for providing us such an opportunity to participate in Ethical Fashion Show.

- Haft Paikar:

Mrs. Mukarrama Kayumova -First of all, I wish to express my gratitude to ITC team and Clothing Connect team, who prepared us, guided us and were with us during the fair, assisting till the end of this event. Indeed, I am very thankful to all who assisted us with the participation and exhibition of our products and with finding new markets for our products. This is the second time I visited Paris (first time visited in 2004, UNESCO project), but The EFS exhibition was a new experience of participating in such a specialized exhibition. Although, we were new to such exhibition, we were very happy and honored that we could exhibit our products and that our brand products were shown in Central Asian and World catwalk of EFS. With the assistance and guidance of Riley Salyards from Clothing Connect team and ITC team we prepared some special products for the EFS fair, for which we received great interest and made first contact with a Tanzanian designer, which I hope will turn into contracts and cooperation with future orders. This is indeed the fruit of work of our international consultants and team members, who provide us with recommendations and constant assistance. Starting from its excellent venue, “Le Carousel du Louvre”, the organization, participants from different countries, the EFS fashion catwalk, involvement of mass media and different organizations, The Ethical Fashion Show was at a very high level. We got the opportunity to give interviews to radio and TV channels and talk to representatives of different organizations, giving information about our activity, products and the project we are involved in. I think this will serve as a promotion of Tajik companies thru mass media and relevant institutions.

As I travel a lot to different countries and participate in fairs and exhibitions, which are mainly focused on handicraft and artisanal products, this fair was different for me in terms of content and type of products to be exhibited, compiling the elements of handicraft and national motifs with fashion and style, by using natural, organic or recycled materials. These four days for me was like four years of a new university and an opportunity to learn more about this new direction, ethical fashion.

The organization and preparation to the event and prepared materials were very good, before and during the fair. Indeed, as an exhibitor company, for the future I think we have to better prepare for such a specialized exhibition as EFS, bringing samples which are more appropriate and marketable in the region and we should pay attention to every detail, because I learnt that in such fairs every detail matters, starting from the tag of the product and ending with the packaging and also the displaying products, for example using manikins.

From my point of view, in general, it was a good start, as we had an opportunity to talk to some exhibitors; many of them attend this event regularly for the past 3-4 years, and according to them it is not easy to find market for products, and for that you have to work harder after the fair, keeping in contact and following up with those you met during the fair. And this is exactly what we are going to do, to keep following our possible prospects and try to build cooperation with them and to find new markets for our products.

5. ENTRANCE DISPLAY:

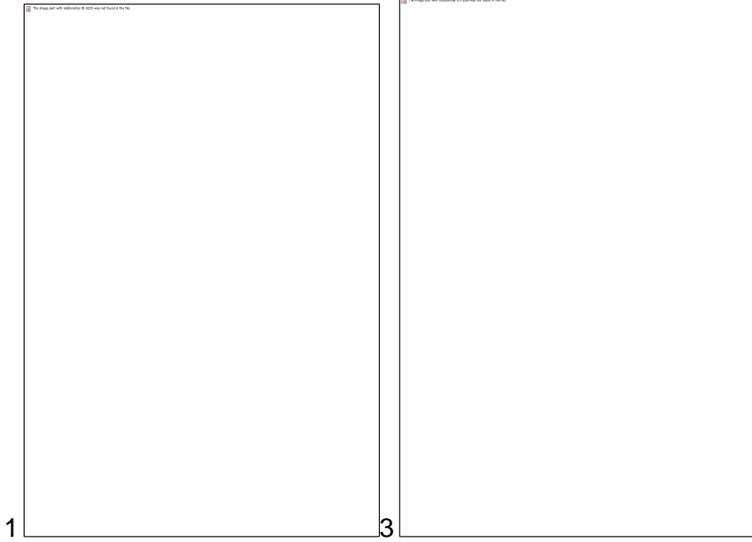
- The fair organizers chose dresses from 2 Central Asian companies to be part of the entrance display. Dilbar and Z&Z were represented in this beautiful display as buyers entered the show.



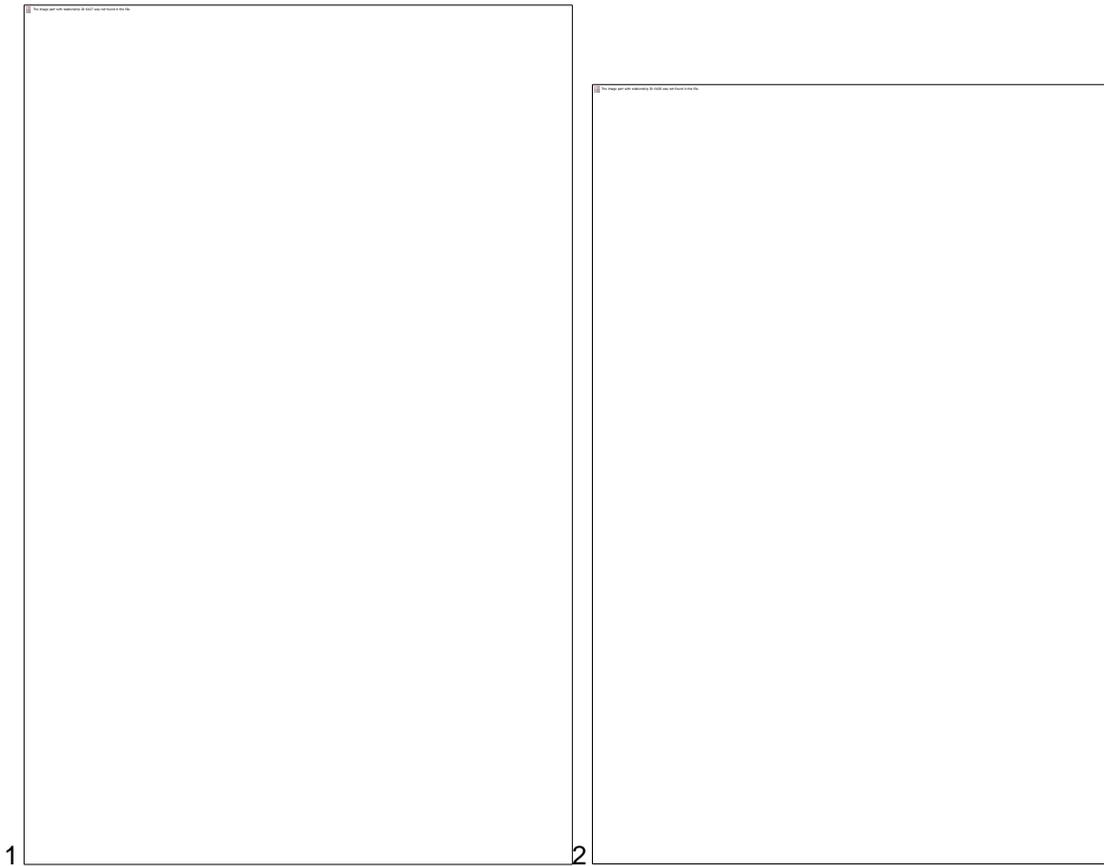
6. AWARDS:

- Magic felt was chosen as one of three companies from the entire fair to win a best of show prize. The garment that won was a cape created with feedback from the design consultant. After Magic felt sent the skirt (1) below to Amsterdam for feedback the consultant suggested she make a cape using the same or similar pattern.
- In Bishkek the consultant saw the new cape (2) and suggested that armholes and a belt be added for a sleeker silhouette.
- The changes were made and this cape was a big hit with buyers, organizers and press





7. PRESS



<http://six-magazine.co.uk/2011/09/15/paris-ethical-fashion-show-pret-a-porter-ss12-ethical-best-of-%E2%80%93-ready-to-wear/>

- Dilbar and Magic felt were selected for an article in 6 magazine (1)

- A Dilbar photo has been selected by EFS to be distributed to press (2). The total number of photos selected are only 8 for the entire show, they can be found in the press section of their website to which only journalists have access

8. CATWALK:

- The EFS organizers put the opening night catwalk together. The consultant prepared a line up of 18 outfits for the organizers (see annex), however because our samples were stuck in customs the clothes were not present when themes were developed for the runway. In the end 5-6 outfits were chosen and sent down the catwalk.



- The Central Asian catwalk consisted of 21 outfits. The EFS organizers chose their favorite ensembles from 38 possible outfits. The consultants then came in and fine-tuned the selections, ensuring that all companies were represented and the best possible outfits would be sent down the catwalk. Isabel Quehe, the founder of the Ethical Fashion show chose to wear a Dilbar coat to present the days fashion shows.







- Catwalk preparation documents see Annex 2

9. SUCCESSFUL ORDERS:

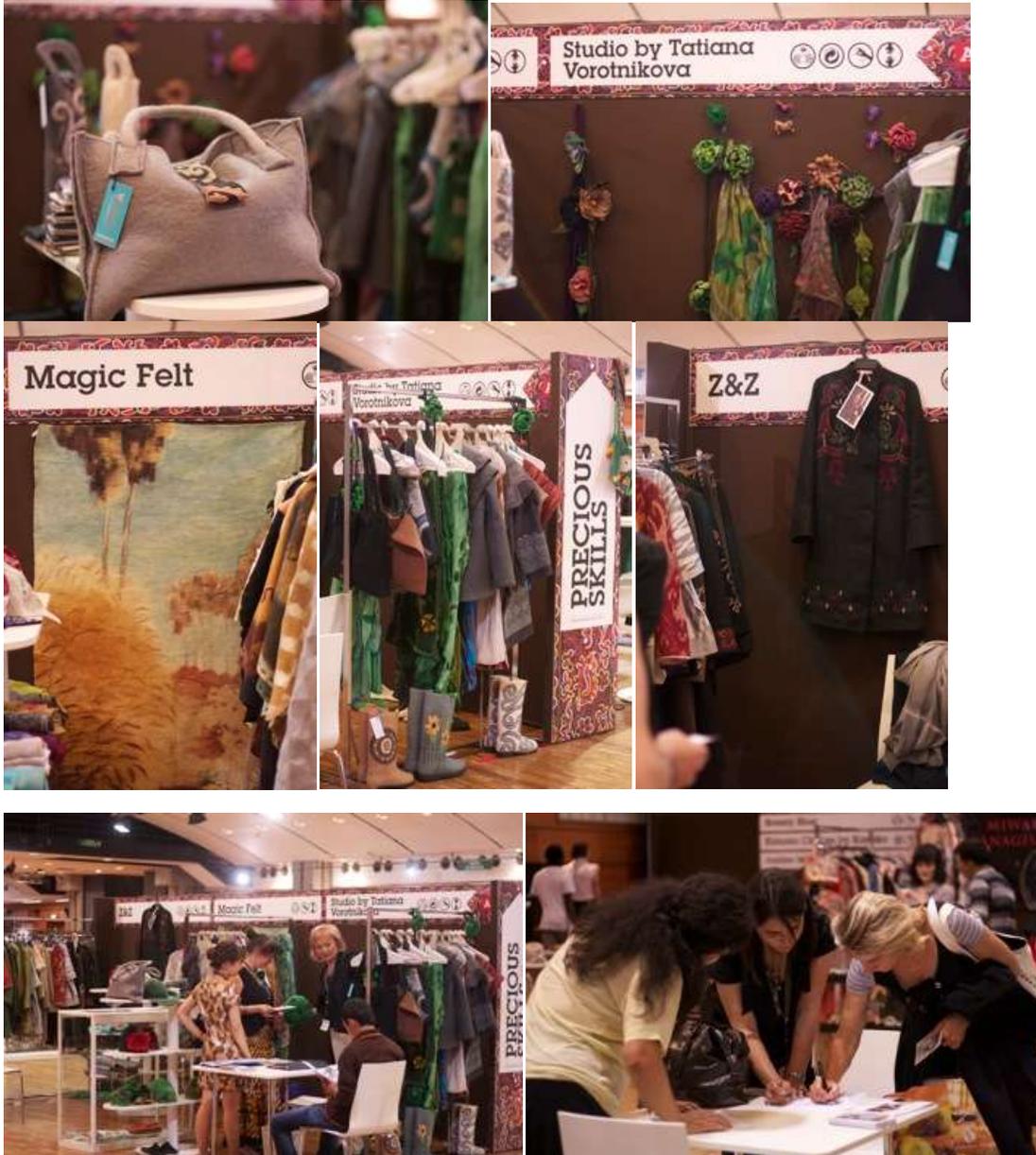
- Haft Paikar met with a company who wants to place an order for up to 2000 belts from the collection of embroidered triangle belts she developed with the design consultant.
- Haft Paikar also had interest from a French boutique that wanted to place an order of 50 pillowcases modeled after the triangle pillowcase. After seeing samples they would like to order 50 cushion covers in 7 different color ways.

10. FEEDBACK FROM ORGANIZERS:

- The organizers were impressed with the overall quality and style of the collections. Most of the organizers were unfamiliar with the region and commented on techniques and traditions used in making the samples on display. The level of sophistication in the Central Asian collections was quite high when considered among the other show

participants. The coordinator and main judge for the EFS award presentation created an award especially for Magic felt.

11. CATWALK BOOTH PHOTOS:





12. CHALLENGES:

Ashimbai

Société/Company/ Sociedad : Ashimbai LLD

Pays/Country/País : Rép. Kirghiz / Kyrgyz Rep. / Rep. Kirguis

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Site Web/Website/Página web : /

Ligne/Line/Linea : Prêt-à-porter femme, accessoires (sacs, écharpes)
Womenswear, accessories (bags, scarves)
Prendas mujer, accesorios (bolsos, bufandas)



Volver a la lista



- Dilbar was represented at the EFS at Ashimbai. Ashimbai was the name in the catalog, in the booth and on the catwalk. Dilbar and the company's owner Klara were displeased with the situation.
- On July 6, the fact sheet above was sent to the design consultant by the EFS organizers to proof read and make sure all the information was correct. On July 6th The design consultant sent the fact sheet to the national consultants in Bishkek to make sure all information was how it should be. On the fact sheet the company name read "Ashimbai LLD". The fact sheet was sent back to the design consultant on July 6th with an email that said everything looks good. Ashimbai was not changed to Dilbar by the national office, therefore the international consultants left it and told the EFS organizers to proceed.
- Dilbar's outfits were featured on the runway. When the outfits were returned it was discovered that there was a hole in the back of one of their gowns. The hole was a result of one of the models putting her heel through the very delicate fabric when walking down the catwalk. The fair organizers were notified and they immediately asked for the price of the dress and to have pictures of the whole dress and the actual hole. They said they would speak with their insurance company and get in touch with the international consultants to resolve the issue.
- Dilbar did not get any real interest from the buyers. Everyone loved their collection but the price points made it a very difficult sell at this show. The international consultants explained in Bishkek that due to the nature and price point of their garments the Ethical Fashion Show may not be the best fit from a trade event perspective. Because they joined and left the project a couple of times the timing did not work out to arrange a higher end couture showroom where their collection would have fit better. It was suggested that while they were entitled to a booth space at EFS it might make more sense for them to bring a selection from their collection to have on hand for private

appointments. In addition to these appointments it was discussed that they could take part in the two catwalk events at the Ethical Fashion Show. They were given a couple of days to think about the two options and in the end despite the recommendations from the consultants they chose to be represented at the EFS in a booth.

13. RECOMMENDATIONS AND LESSONS LEARNT

- Going forward it will be important for these companies to look for new ways to communicate about what they do via branding and marketing materials. For example they could consider including a hangtag with a small description of skills or techniques prevalent in the region and how these companies are carrying them forward. This could be something regional that CACSA or Haft Paikar could adopt or each company could design his or her own.
- If the companies can be more descriptive about the processes involved in their work then buyers outside Central Asia will become familiar with the skills sets and the stories. For example Kurak is a quilting technique that uses left over remnants of fabric, even a simple description like this on a hang tag would offer a lot of insight into the products and let buyers know how much hand work is involved.
- Several companies involved in the project don't have websites. Going forward they should all consider building at least very simple websites that they can update with current photos of their samples and what they do. They could consider using film to tell the story of how they make their products. Even if an international buyer can't understand written or spoken Russian they could gain some understanding of the product through photo or film. It would be important to have some info in English on the site.
- One key learning from the Ethical fashion show is that buyers are interested in using the samples they saw as a jumping off point for their own designs. Several companies such as Haft Paikar, Suman and Vorochnikova, had very serious interest in their products with a discussion about real orders. The buyers were all interested in seeing similar product in different color-ways or base fabrics. Going forward it would be a good idea to bring their embroidered products on a variety of backgrounds to show clients what the embroidery would look like in silk cotton or wool threads on a variety of base fabrics such as silk, linen cotton, velvet and wool. For felted products like Vorochnikova and Magic felt were showing it would be helpful to bring a variety of colors and styles.
- In the future Dilbar should consider applying to participate in a high-end showroom in Paris. They are likely to find success in an environment where they could keep their garments at their current price points and are with other lines with similar price points and couture collections.
- Based on Magic Felt's experience they should continue to show two types of samples; the traditional Kyrgyz style felting that everyone was so excited about in her award winning poncho and classic shapes like the simple black and white ponchos. She could consider a range of accessories that included hoods, stoles and gloves. In addition a line of cushions that follow the design patterns of her skirts and capes would be really well received.
- Buyers were very excited by vorochnikovas felt headpieces, jewelry and hats. The products were at an accessible price point and offered a unique accessory that was not seen very often. Going forward Vorochnikova could further develop her accessories line and offer hats in on-trend shapes and colors. All companies including Vorochnikova have been provided with a list of websites to do style and trend research for future collections.