

## “Rain bow fashion show”

**Ethnic style-** is one of the most colorful, grand and distinctive styles from all other in up to date fashion industry. At present days it has already occupied the leading positions in the world of fashion and isn't going to yield to anything in world wide fashion sector. The freedom, naturalness and diversity, vividness and relief as the inherent traits of ethnic style serve as the core grounds for remain it's leading positions and high standards all over the world. Today, ethnic style is not only one of the fashion styles but particular characteristic of globalization. The specialists of exhibition society “Ural Exhibitions” are not afraid of to take up such an overall topic and give the foundation to the international and world wide exhibition project “Rain bow fashion show” that concern all the novelties and exclusive clothes of all countries in the world. (footwear, garments, clothes for children, draperies etc. )

**The unique exhibition will be held on the 30 October- 1 November 2012 in Yekaterinburg in World Trade Center.** Foundation of such ethnic platform for communication is profitable both for companies-participants and visitors. The companies from different countries will get the opportunity not only to demonstrate its own designed fashion products but also hold efficient contacts with the potential consumers (clients and business partners) so necessary for development and strengthening of business tiers between producers and trade companies.

Folk style allows everyone to express his or her own personality, gives rise to the fantasy and abilities. Owing to these reasons the organizer “Ural Exhibitions” company forecasts extreme interest among the citizens of receiving city –Yekaterinburg- that is the capital of the Ural region.

The will be different pleasant events in the exhibition schedule: fashion shows, shows of fashion clothes, presentations of collective exposures of the foreign participants from another countries. Besides, the visitors will be given the opportunity while exhibition. to buy both domestic and foreign brand clothes, boots, orthopedic shoes with significant discount.

Besides, in a frame of the exhibition will be held **forum “Fashion and designers Pret-a-Porter segment. From concepts to reality”**. The leading brands will present their **fashion items of “Premium” class, prêt-a-porte segment**. The segment is characterized by intense attention to the quality, exclusiveness and typical traditional French style with its best traits. The event, for the first time in Yekaterinburg, make its available both to Russian and foreign experts and professionals to exchange their experience and define the ways of mutual development. The forum is modernized by representatives of the leading French brand companies, coming from abroad.

Significance to the project is supplemented with the authorized support of:

- The Government of Sverdlovsk Region:
- The General Embassies of foreign countries in Yekaterinburg city.
- Ural Chamber of Commerce of Yekaterinburg city.

**For extra information, please, apply for the project manager:**

**Litvinova Anna**

**tel. +7(343) 310-03-30**

**e-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru), <http://www.uv66.ru>**

## *Rain-bow fashion show*

(fashion for children and juveniles)

International specialized exhibition

**Organizer:**

**URAL EXHIBITIONS**

Exhibition society

**30 October – 1 November 2012 г.**

**Yekaterinburg**

**fairground:**



**World trade center  
(str.Kuybishev, 44)**

**Dear Ladies and gentlemen!**

Exhibition society “Ural Exhibitions” would like you to invite to take part the international exhibition “**Rain– bow fashion show**”, that will be held on the 30 October – 1 November in Yekaterinburg. It is a nationally oriented project that will give the participating companies the opportunity to demonstrate all the novelties and exclusive items of clothing that concern textile, fashion, shoes and etc. industries of native country.

**Exhibition target:** formation of single national (ethnic) platform for efficient communication between vendors and customers – that represent the specialists of this sector in different countries; promotion to the Ural market modern goods, technologies and services of different countries, required for further development and strengthen of business relations between manufactures and trade companies.

**About project:** for the first time in Yekaterinburg will be held one of the leading fashion – oriented trade-fair “Rain-bow fashion show” Under support of The Government of Sverdlovsk region, The General Embassies of foreign countries in Yekaterinburg and The Ural Chamber of Commerce and Industry. This project is aimed to amass not only the leading representatives of Russian fashion industry, but to present national exposures by participants from foreign countries.

**Audience:** the project is aimed at both the professionals of fashion industry and common life customers that are interested in the latest fashion novelties. The visitors will get the opportunity to buy the brand clothes of Russian and foreign producers just on the trade – fair with significant discount.

The participants of fashion-industry will be given the chance to demonstrate their new collections at the podium.

**Main exhibition sectors:**

**Clothes:**

- ✓ The clothes for pregnant women.
- ✓ Children's clothes and footwear.
- ✓ Bijouterie and accessories.
- ✓ Carnival costumes.

**Health:**

- ✓ Medical centers and clinics;
- ✓ Medical items and equipment.
- ✓ medicines;
- ✓ Cosmetics and hygiene remedy for pregnant and babies.
- ✓ infant's food.

**Leisure time and resort:**

- ✓ Children's tourism and marital recreation.
- ✓ Sport and fitness complex for families.
- ✓ Children holidays arranging.
- ✓ Photographic studios.

**Goods for mothers and kids:**

- ✓ Furniture, prams and accessories for children.
- ✓ Equipment for playing rooms, playgrounds and complexes.
- ✓ Domestic fitness complexes.
- ✓ Commodities for summer and winter rest.

**Toys hobbies, training and development.**

- ✓ Toys, mentally developing games and methods.
- ✓ Goods for children creativity.
- ✓ Literature, stationeries, audio-/ video- items for children.
- ✓ Education and premature development.
- ✓ Creative studios and theatres for children.
- ✓ Model agencies for children.

**Region:** Yekaterinburg – is the third big agglomeration of Russian Federation that comprises 1.5 mln. citizens Being the capital of Ural Region with the an average quantity of the population more than 25 mln. people and the territory proximately 3 mln. Square meters. Yekaterinburg and its region are considered to be the second economically important zone in Russia, after Moscow that is 1667 kilometers far away from Moscow.

The sector of trade centers in Yekaterinburg has been developing rather fast. Besides, Yekaterinburg is the leading cities in average amount of retail spaces per capita

**Registration of participants:** you should fill in the application form for participation and submit it to the address of the Organizer by e-mail or by fax. According to your application an invoice will be provided. Payment is carried out by preliminary bank transfer or cash. The final date for giving information is 2 weeks before the beginning of the exhibition, information about company-participant, which was given after the indicated period, goes to the supplement of the catalogue.

The selling space markets: this market are developing extremely fast. Besides, Yekaterinburg takes up the leading positions among the biggest cities in the number of qualitative selling spaces per capita .

**Place of carrying out:** World trade center, Yekaterinburg (WTC), Kuybishev str.,44

For: chief manager  
(marketing department)

Project manager: Litvinova Anna  
t/f. (343) 310-03-30  
E-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru)

## Rain-bow fashion show. International specialized exhibition

Organazer:

**УРАЛЬСКИЕ ВЫСТАВКИ**  
Выставочное общество

**30 October– 1 November 2012.**  
**Yekaterinburg**

fairground:



World trade center:  
Kuybyshev str., 44

**Dear Ladies and gentlemen!**

Exhibition society “Ural Exhibitions” would like you to invite to take part in the international exhibition “**Rain– bow fashion show**”, that will be held on the 30 October – 1 November in Yekaterinburg. It is a nationally oriented project that will give the participating companies the opportunity to demonstrate all the novelties and exclusive items of clothing that concern textile, fashion, shoes and etc. industries of native country.

**Exhibition target:** formation of single national (ethnic) platform for efficient communication between vendors and customers – that represent the specialists of this sector in different countries; promotion to the Ural market modern goods, technologies and services of different countries, required for further development and strengthen of business relations between manufactures and trade companies.

**About project:** for the first time in Yekaterinburg will be held one of the leading fashion – oriented trade-fair “Rain-bow fashion show” Under support of The Government of Sverdlovsk region, The General Embassies of foreign countries in Yekaterinburg and The Ural Chamber of Commerce and Industry. This project is aimed to amass not only the leading representatives of Russian fashion industry, but to present national exposures by participants from foreign countries.

**Audience:** the project is aimed at both the professionals of fashion industry and common life customers that are interested in the latest fashion novelties. The visitors will get the opportunity to buy the brand clothes of Russian and foreign producers just on the trade – fair with significant discount.

The participants of fashion-industry will be given the chance to demonstrate their new collections at the podium.

**Main exhibition sectors:**

- Styles: casual & fashion
- knitted fabric world
- jean fabric world
- clothes for sport and leisure
- underwear and tights
- Children/juvenile fashion.
- Wedding fashion world
- Fur & leather
- leather accessories
- headwear
- junk jewelry and accessories
- European shoes trends
- Professional cosmetics and beauty care items
- Bags and accessories
- textile fabrics and draperies for interior designing
- Souvenirs and ethnic collections.

*Region: Yekaterinburg – is the third big agglomeration of Russian Federation that comprises 1.5 mln. citizens Being the capital of Ural Region with the an average quantity of the population more than 25 mln. people and the territory proximately 3 mln. Square meters. Yekaterinburg and its region are considered to be the second economically important zone in Russia, after Moscow that is 1667 kilometers far away from Moscow.*

The sector of trade centers in Yekaterinburg has been developing rather fast. Besides, Yekaterinburg is the leading cities in average amount of retail spaces per capita

**Registration of participants:** you should fill in the application form for participation and submit it to the address of the Organizer by e-mail or by fax. According to your application an invoice will be provided. Payment is carried out by preliminary bank transfer or cash. The final date for giving information is 2 weeks before the beginning of the exhibition, information about company-participant, which was given after the indicated period, goes to the supplement of the catalogue.

The selling space markets: this market are developing extremely fast. Besides, Yekaterinburg takes up the leading positions among the biggest cities in the number of qualitative selling spaces per capita .

**Place of carrying out:** World trade center, Yekaterinburg (WTC), Kuybishev str.,44

Russia, 620027, Yekaterinburg, Sverdlov str., 11 A, of. 505. tel./fax: +7(343) 310-03-30

E-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru), <http://www.uv66.ru>

## *Rain-bow fashion show* (**FOOTWEAR**)

International specialized exhibition

**Organizer:**

**URAL EXHIBITIONS**

Exhibition society

**30 October – 1 November 2012 г.**  
**Yekaterinburg**

**fairground:**



**World trade center**  
(str.Kuybishev, 44)

### **Dear Ladies and gentlemen!**

Exhibition society “Ural Exhibitions” would like you to invite to take part in the international exhibition “**Rain-bow fashion show**”, that will be held on the 30 October – 1 November in Yekaterinburg. It is a nationally oriented project that will give the participating companies the opportunity to demonstrate all the novelties and exclusive items of clothing that concern textile, fashion, shoes and etc. industries of native country.

**Exhibition target:** formation of single national (ethnic) platform for efficient communication between vendors and customers – that represent the specialists of this sector in different countries; promotion to the Ural market modern goods, technologies and services of different countries, required for further development and strengthen of business relations between manufactures and trade companies.

**About project:** for the first time in Yekaterinburg will be held one of the leading fashion – oriented trade-fair “Rain-bow fashion show” Under support of The Government of Sverdlovsk region, The General Embassies of foreign countries in Yekaterinburg and The Ural Chamber of Commerce and Industry. This project is aimed to amass not only the leading representatives of Russian fashion industry, but to present national exposures by participants from foreign countries.

**Audience:** the project is aimed at both the professionals of fashion industry and common life customers that are interested in the latest fashion novelties. The visitors will get the opportunity to buy the brand clothes of Russian and foreign producers just on the trade – fair with significant discount.

The participants of fashion-industry will be given the chance to demonstrate their new collections at the podium.

### **Main exhibition sectors:**

- **Styles : casual & fashion**
- **Specialized brand footwear**
- **Orthopedic, podiatric and ecologically pure shoes**
- **Conditioner means for shoes, leather goods, suede and etc. footwear**
- **leather materials and draperies**
- **footwear for adults, children and juveniles**
- **footwear for pregnant women**
- **specialized literature**

**Region:** Yekaterinburg – is the third big agglomeration of Russian Federation that comprises 1.5 mln. citizens Being the capital of Ural Region with the an average quantity of the population more than 25 mln. people and the territory proximately 3 mln. Square meters. Yekaterinburg and its region are considered to be the second economically important zone in Russia, after Moscow that is 1667 kilometers far away from Moscow.

The sector of trade centers in Yekaterinburg has been developing rather fast. Besides, Yekaterinburg is the leading cities in average amount of retail spaces per capita

**Registration of participants:** you should fill in the application form for participation and submit it to the address of the Organizer by e-mail or by fax. According to your application an invoice will be provided. Payment is carried out by preliminary bank transfer or cash. The final date for giving information is 2 weeks before the beginning of the exhibition, information about company-participant, which was given after the indicated period, goes to the supplement of the catalogue.

The selling space markets: this market are developing extremely fast. Besides, Yekaterinburg takes up the leading positions among the biggest cities in the number of qualitative selling spaces per capita .

**Place of carrying out:** World trade center, Yekaterinburg (WTC), Kuybishev str.,44

Russia, 620027, Yekaterinburg, Sverdlov str., 11 A, of. 505. tel./fax: +7(343) 310-03-30

E-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru), <http://www.uv66.ru>

For: contact person  
(international department )

Project manager: Litvinova Anna  
t/f. (343) 310-03-30  
E-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru)

# Rain-bow fashion show

International specialized exhibition  
TEXTILE-MASH

equipment and technologies for textile, tanning and light industries.

Organizer:

**УРАЛЬСКИЕ ВЫСТАВКИ**  
ВЫСТАВОЧНОЕ ОБЩЕСТВО

**30 October – 1 November 2012**  
**Yekaterinburg**

venue:



World trade center  
(str.Kuybishev, 44)

## Dear Ladies and gentlemen!

Exhibition society “Ural Exhibitions” would like you to invite to take part the international exhibition “**Rain-bow fashion show**”, that will be held on the 30 October – 1 November in Yekaterinburg. It is a nationally oriented project that will give the participating companies the opportunity to demonstrate all the novelties and exclusive items of clothing, machinery, technical appliances, modern technologies that concern textile, fashion, shoes and tanning. industries of native country.

**Exhibition target:** formation of single national (ethnic) platform for efficient communication between vendors and customers – that represent the specialists of this sector in different countries; promotion to the Ural market modern goods , technologies, equipment, technical appliances, innovative technologies and services of different countries, required for further development and strengthen of business relations between manufactures and trade companies.

**About project:** for the first time in Yekaterinburg will be held one of the leading fashion – oriented trade-fair “Rain-bow fashion show” Under support of The Government of Sverdlovsk region, The General Embassies of foreign countries in Yekaterinburg and The Ural Chamber of Commerce and Industry. This project is aimed to amass not only the leading representatives of Russian fashion industry, but to present national exposures by participants from foreign countries.

**Audience:** the project is aimed at both the professionals of fashion industry and common life customers that are interested in the latest fashion novelties. The visitors will get the opportunity to buy the brand clothes of Russian and foreign producers just on the trade – fair with significant discount.

## Main exhibition sectors “Textile-Mash”:

### Equipment and technologies for textile, tanning and light industries.

- Spares
- Modern innovative technologies of producing
- Technological osnastika( tools used for devices installation in fixed position)
- Industrial equipment applied in clothes manufacture and sewing items.
- Manufacturing equipment for knitted and hosiery production.
- Auxiliary means, devices and accessories used in textile, sewing and tanning industries.
- Consulting and engineering in textile, sewing and tanning industries.
- Machinery, settings, component parts, controlling and measuring apparatus used in textile, sewing and tanning industries.
- Technological equipment for textile industry.

**Region:** Yekaterinburg – is the third big agglomeration of Russian Federation that comprises 1.5 mln. citizens Being the capital of Ural Region with the an average quantity of the population more than 25 mln. people and the territory proximately 3 mln. Square meters. Yekaterinburg and its region are considered to be the second economically important zone in Russia, after Moscow that is 1667 kilometers far away from Moscow.

The sector of trade centers in Yekaterinburg has been developing rather fast. Besides, Yekaterinburg is the leading cities in average amount of retail spaces per capita

**Registration of participants:** you should fill in the application form for participation and submit it to the address of the Organizer by e-mail or by fax. According to your application an invoice will be provided. Payment is carried out by preliminary bank transfer or cash. The final date for giving information is 2 weeks before the beginning of the exhibition, information about company-participant, which was given after the indicated period, goes to the supplement of the catalogue.

The selling space markets: this market are developing extremely fast. Besides, Yekaterinburg takes up the leading positions among the biggest cities in the number of qualitative selling spaces per capita .

**Place of carrying out:** World trade center, Yekaterinburg (WTC), Kuybishev str.,44

Russia, 620027, Yekaterinburg, Sverdlov str., 11 A, of. 505. tel./fax: +7(343) 310-03-30

E-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru), <http://www.uv66.ru>

**30 October – 01 November 2012**

**WTC –Yekaterinburg  
World trade center-Yekaterinburg**

Specialized international exhibition

# «Rainbow fashion show»

**CJSC «Ural Exhibitions»**  
Keep pace with the development



# Specialized international exhibition «Rainbow fashion show»



# Specialized international exhibition «Rainbow fashion show»

For the first time in Yekaterinburg will be held one of the leading fashion – oriented trade-fairs “Rain-bow fashion show” which gives the opportunity to demonstrate all the novelties and exclusive items of textile, fashion, footwear and tinned industries of native country.

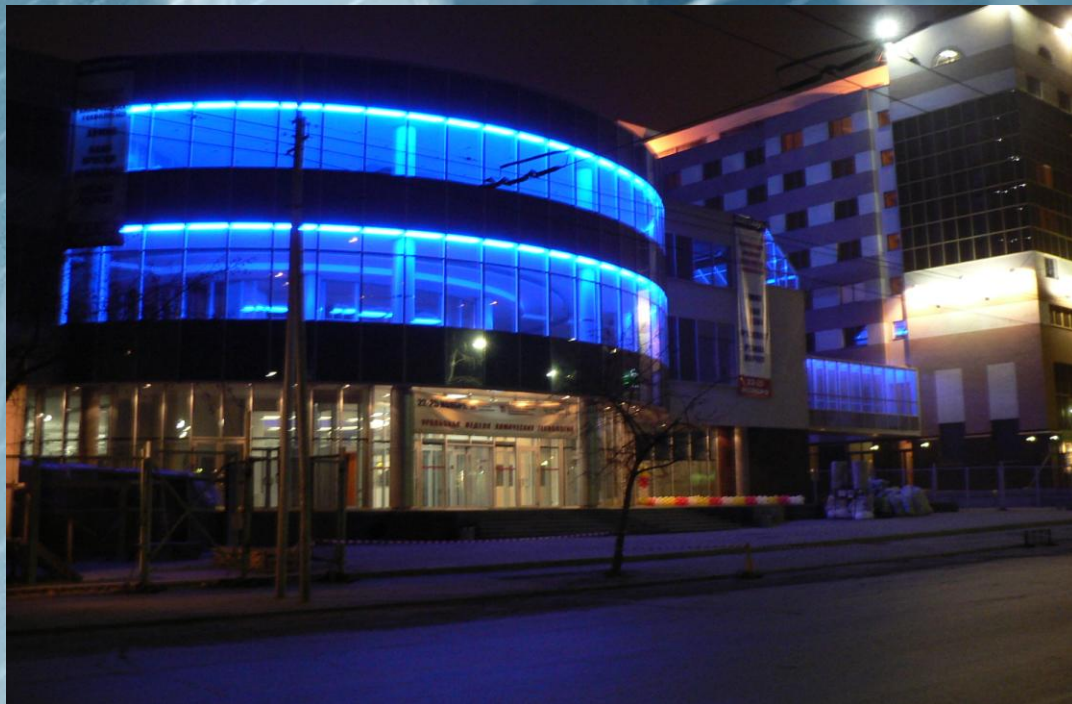
## Under support:

- **The Government of Sverdlovsk region**
- **The General Embassies of foreign countries**
- **The Ural Chamber of Commerce and Industry**
- **The Ministry of foreign economic relations**



**Specialized international exhibition**  
**«Rainbow fashion show»**

**The venue is in the very  
center of Yekaterinburg**



# Specialized international exhibition «Rainbow fashion show»

## World Trade Center - Yekaterinburg

- Located on the crossing of main highways: Belynsky and Kuybishev streets. Advantageous location of the expo center with free and easy car access.
- Modern and technically equipped fairground in Russia
- The leading expo center in Ural Federal District for exhibitions and different congress events implementation
- Unique architectural designing and building layout
- façade glazing, inner marble, granite and bronze decoration
- free of charge guaranteed parking
- panoramic view from the 24 th floor of WTC

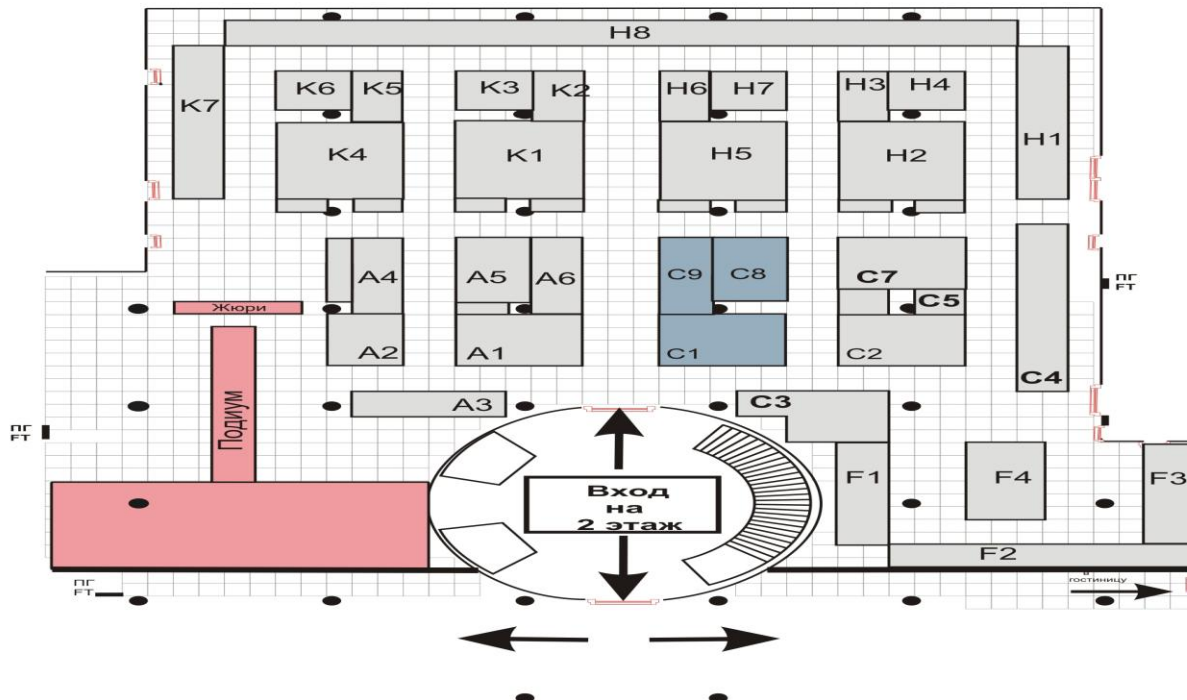
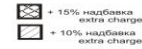
# Specialized international exhibition «Rainbow fashion show»

## WTC (World trade center)

Схема зала  
2 этаж  
высота = 3,9 м  
2nd floor plan  
h = 3,9 m

Место проведения:  
Выставочный комплекс  
Центр Международной Торговли Екатеринбург  
Exhibition Center  
World Trade Center Ekaterinburg

Расположение  
стендов  
Stands  
disposition



Белгород



# Specialized international exhibition «Rainbow fashion show»

## Target auditory

- specialists of fashion sector, common customer
- Russian and foreign producers.
- trade companies, sellers
- wedding salons
- cosmetic clinics, cosmetics and means of beauty care. Novelties.
- wholesale and retail trading companies, distributors
- textile manufactures, producers of clothes, footwear, fashion products
- companies specializing in organization of shopping tours to abroad
- model agencies
- Educational institutions, faculties of art and design
- Mass Media of fashion sector

# Specialized international exhibition «Rainbow fashion show»

## The reasons to stay with us

- 1) Prosperous fairground in the very center of Yekaterinburg on the crossing of the main roads
- 2) exhibition of a new format, nationally – oriented project of fashion sector
- 3) B2B meetings in a frame of exhibition organized jointly with The Ural Chamber of Commerce.
- 4) Interaction with the representatives of the Local Authorities and Общественные and Mass Media members
- 5) complex of advertising services during the year
- 6) guaranteed discounts for the next year participation 2013
- 7) Forum from fashion experts of the leading French companies  
“Fashion and designers Pret-a-Porte. From concepts to reality”

# **Specialized international exhibition «Rainbow fashion show»**

**Intense exhibition business program**

**\*\*\*\***

**Presentation of the leading fashion  
brands from France**

**\*\*\*\***

**Fashion show of the participants'  
exposures**



# Specialized international exhibition «Rainbow fashion show»

## Forum “Fashion and designers Pret-a-Porte. From concepts to reality”

- Presentation of the leading brands presented by French, German designers and experts from abroad.
- Garments by Pret-a-Porte segment– available for the masses, accented on the goods quality, exclusiveness and well elaborated French style
- The opportunity for Russian and French designers and experts of fashion sector to exchange the experience and define the ways of mutual creativeness in fashion

**Thank you for attention!**  
Keep pace with the development

## CJSC “Ural Exhibitions”

Project manager: LITVINOVA ANNA

tel. (343)310-03-30

e-mail: [litvinova@uv66.ru](mailto:litvinova@uv66.ru)

