



SELECTIONS: THE RELEVANCE OF ADDSORTING IS INCREASING

From April 16 to 18, Moscow will host the **selections** exhibition, an outlet for mid-season selection of fashion collections of clothing and accessories for retail. As in October last year, the exposition will be located in hall 2.4 of the Expocentre Fairgrounds and will include stands of manufacturers from Russia, Belarus, Italy, Turkiye and China, corners of local designer brands, a consulting space and workshops with fashion industry experts.

In previous seasons, the **selections** business platform introduced buyers to such names as Daisyknit, Georgette, de fil blanc, The Ten, Like Yana and others, showing the market that local brands are interested in developing not only their own sales channels, but also in cooperation with regional retail partners. Experienced market players who have established themselves as reliable suppliers of seasonal collections and have a good audience of clients throughout the country are also actively looking in the same direction – Akhmadullina Dreams, Vassa&Co, Natasha Drigant, Lo, Vivo Style, Level Pro and others.

According to surveys of **selections'** visitors – representatives of the capital and regional multi branded retail in the middle price segment – the issue of addsorting in the middle of the season is relevant for absolutely everyone. Due to market changes and the transformation of the economy, logistics and financial sector, it is important to spend time selecting new reliable suppliers who offer not only high-quality, but also interesting collections in style and design. Today, only an assortment that meets such criteria is able to surprise and retain a retail customer during a period of decline in consumer activity - that is, closer to the end of each season.

The following brands will be presented on the **selections** site from April 16 to 18: Vassa&Co, Pepen, Re Vera, Vivo Style, Grizman, Lawinter, L'amir, Your Choice Plan B, Ideal, Tanita, Mir Cashmere, Adel, Lansstyle and more than 50 more stores stamps from Russia, Belarus, Italy, Turkiye and China.

Hurry up to book a convenient location for your stand! [[application for participation](#)]

Register on the website to visit the exhibition [[online registration](#)]

Add it to your calendar: **selections** will take place
on April 16–18, 2024 at the Expocentre Fairgrounds.

Follow selections news on the official website and social networks:

<https://selections.moscow/> / [telegram](#) / [vk](#)

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