



STYL·KABO

53. mezinárodní

veletrhy
módy
a obuvi

16-18 | 02 | 2019
VÝSTAVIŠTĚ BRNO

YOUR PLACE FOR FASHION BUSINESS!



International Fashion Fair



**International Footwear
and Leatherware Fair**

2019

February, 16 - 18

August, 24 - 26

Exhibition Centre Brno

Czech Republic

www.styl.eu - www.kabo.cz

FASHION MEETS BUSINESS

STYL·KABO



Direct Flights :

Brno-London-Brno

Brno-Munich-Brno

Other near airports:

Vienna, Bratislava, Prague

Distances by Car:

Bratislava-Brno 140 Km

Vienna-Brno 150 Km

Prague-Brno 200 Km

Munich-Brno 580 Km

HIGH-TECH & HISTORY

STYL·KABO



Exhibition Surface (total):

Halls	121,968 m ²
Open Air	81,491 m ²
4,000	Parking Spaces

BASIC INFORMATION

STYL·KABO

Co-organisers of the fairs:

ATOK – Czech Association for the Textile, Clothing and Leatherware Industry

ČOKA – Czech Footwear and Leatherware Association

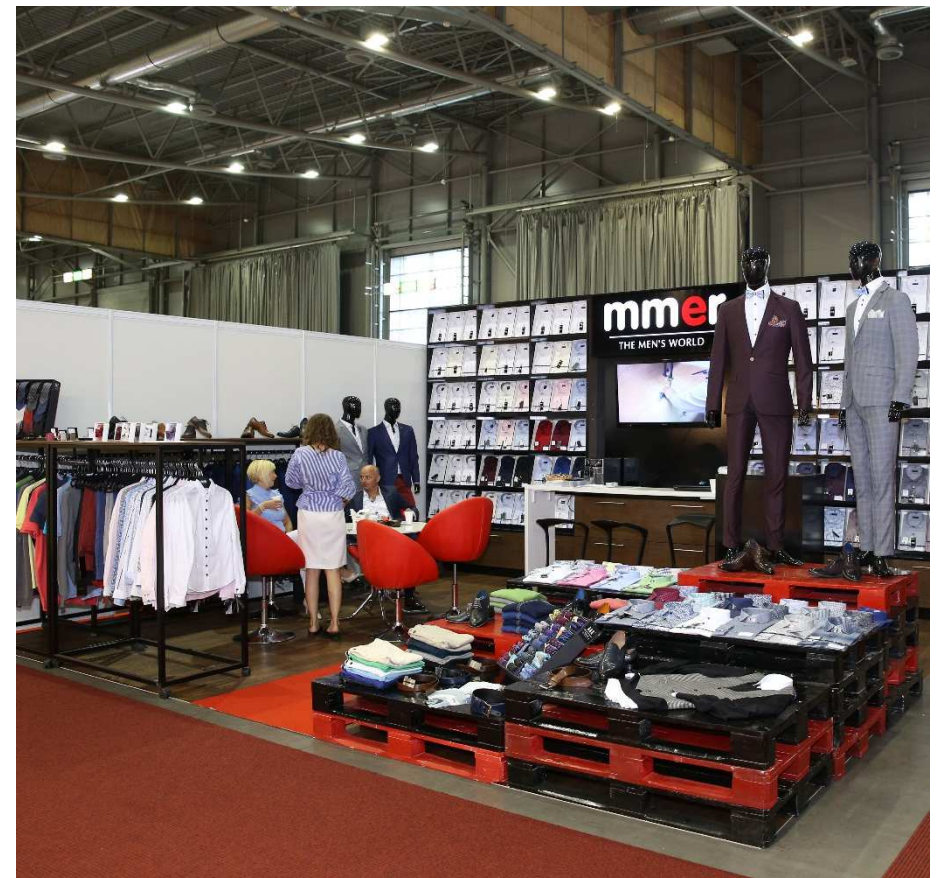
Statistics – February 2018 (STYL and KABO):

800 brands

241 exhibitors (from 15 countries)

4 653 attendees (xx visitors from abroad)

Countries participating: Austria, Belarus, China, Croatia, Czech Republic, Germany, Greece, India, Italy, Hungary, Lithuania, Moldavia, Poland, Slovakia, Ukraine



Hall P – STYL / Hall F - KABO

STYL·KABO



THE FAIRS' PROFILE

STYL·KABO

- Presentation of the whole textile and clothing industry = the only one in the Czech Republic, Slovakia and the biggest in Central/Eastern Europe
- Event held since 1993 **twice a year** (February & August)
- Exclusively **B2B event** - access only industry insiders upon registration
- Attended by 70-80 % of all the professionals in the Czech Republic's textile and clothing sector
- Widely monitored and reported by the dedicated media - an excellent opportunity to get noticed by prominent business partners
- Modern exhibition centre with excellent infrastructure and **first-class services.**

PRODUCT CATEGORIES

STYL·KABO

STYL:

CLASSICS (womenswear, menswear, incl. plus size, fashion designer collections, knitwear, leather and fur wear)

CASUAL (young fashion, denim fashion, sportswear)

BABY (childrens´ wear)

LINGERIE-BEACHWEAR

ACCESSORIES-BIJOUX

HOME TEXTILES

FABRICS & HABERDASHERY (Styl – August only)

OTHERS

KABO:

SHOES

ACCESSORIES(bags, suitcases, belts, gloves)

MATERIALS, COMPONENTS, EQUIPMENT

Who are the visitors?

STYL·KABO

- ✓ Distributors looking for new collections;
- ✓ Business owners and managers looking for interesting goods for their stores;
- ✓ Multibrand-store agents;
- ✓ Shopping mall agents, retail-chain agents;
- ✓ Representatives of fashion industry associations;
- ✓ Fashion designers

REFERENCES

Brands & companies

STYL·KABO

STYL: Aigner, Aivelli, Agora Leather, Alles, Anita, Biston&Splendid, Bugatti, Camaro, Casamoda, Cobra Jeans, Comtessa, DDP Paris, DELFUR ITALY, DIESEL, Disney, Doppler, Emoi, Foxtrot, Geisha – Amsterdam, Gelco, Hajo, Hardstone, Hello Kitty, CHEEK by LISCA, Izabel Morgan London, Jablonex, Jopess, Karpet, La Vue, Lamido, Leder-Pellicce, Lisca, Linia, Loft, Hegler Fashion, Marselini, Miss Rosy Lingerie, Neige Noire, NEULA, Nicola, PASSIGATI, Paul Brial, Pause Café, Pierre Cardin, Playboy, PTAK MODA, Ravanni, RDX, Roy, s. Oliver, Smashed Lemon, Stehmann, S.T.A.M.P.S., STERNTALER, Striessnig, Swarovski, Tramontana, Wadima, *and many other brands*

KABO: ara, Asylum, Axel Accessories, AZA, Befado, Birkenstock, Bugatti, Camel Active, Caprice, DD Step, Deska e Libera, DOCA, Enrico Benetti, Fly London, Gabor, GEKA, GEOX, Gerry Weber, Hama, Högl, Hispanitas, Icebug, Jana, John Garfield, Joe Sánchez, Josef Seibel, Lagen, Lanson, Legero, Lerros, Marco Tozzi, Marc O´Polo, Mida, Mustang, Pegres, Protetika, Rieker, Romika, Sarah Burglar, S. oliver, S. Fiorentino, Salamander, Scholl, Sprandi, Superfit, Tamaris, Titan, Ted Lapidus, Verde, Volum Bags *and many other brands*

PROMOTION OF THE FAIR

STYL·KABO

➤ **Publicity in the Czech and Slovak B2B magazines:**

MODA REVUE – fashion industry

SVET TEXTILU A OBUVI – textile and shoes

FASHION RETAIL – fashion industry

MÓDNÍ PRÁDLO – lingerie & beachwear

➤ **PRESS CONFERENCES**

➤ Exhibitors details and novelties in **the i-catalogue on the fairs' web site** (www.styl.eu or www.kabo.cz)

➤ **The VISITOR'S GUIDE** with the represented brands is resent to e-mail contacts of B2B visitors

➤ **The printed BRAND & COMPANY MAP** at the disposal to all visitors at the entrance to the fair

➤ The e-letters with exhibitors' and fairs' news are resent to e-mail contacts of STYL-KABO B2B visitors



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OUT MORE**



Deadlines for sending the application

STYL·KABO

STYL-KABO – February 2019

1st Deadline for sending the applications :

23 October, 2018

2nd Deadline for sending the applications :

23 November, 2018

STYL-KABO – August 2019

1st Deadline for sending the applications :

23 April, 2019

2nd Deadline for sending the applications :

23 May, 2019

COSTS FOR PARTICIPATION

STYL·KABO

EXHIBITION SPACE

- Registration fee CZK 2,500
- Registration fee for the co-exhibitor CZK 1,500
- Price for exhibition space valid till the 1st deadline CZK 1,700/sqm
- Price for exhibition space till 2nd deadline CZK 1,910/sqm
- Basic price for exhibition space after the deadline CZK 2,120/sqm

Extra charge for the exhibition space:

Corner stand: + 5 % of the respective price for the exhibition space

U-stand: + 5 % of the respective price (minimum size 40 sqm)

Island stand: + 5 % of the respective price (minimum size 49 sqm)

STAND CONSTRUCTION AND SERVICES

- Standard stand construction from CZK 1,200/sqm
- Power connection up to 2,2 kW (incl. revision) CZK 4,300

EUR = CZK 25; USD = CZK 20, the rate can change
(CZK – Czech Crown), VAT 21 % not included

COSTS OF PARTICIPATION (all-inclusive stand packages)

STYL·KABO

All-inclusive stand packages – with one signature to the fair:

The the look and inside equipment of the all-inclusive stands were designed with respect to demands of exhibitors. The price for the packages includes registration fee, exhibition space, stand construction, furniture, cleaning and power connection.

STYL

- PREMIUM - dimensions 12-32 sqm – price starts from CZK 37,794
- ECONOMY - dimensions 9-20 sqm – price starts from CZK 32,081

KABO

- EXCLUSIVE - dimensions 21-28 sqm – price starts from CZK 62,437
- ECONOMY - dimensions 9-20 sqm – price starts from CZK 26,766

Complete offer of the all inclusive stands (incl. prices) in a separate enclosure.

EUR = CZK 25; USD = CZK 22

VAT 21 % not included

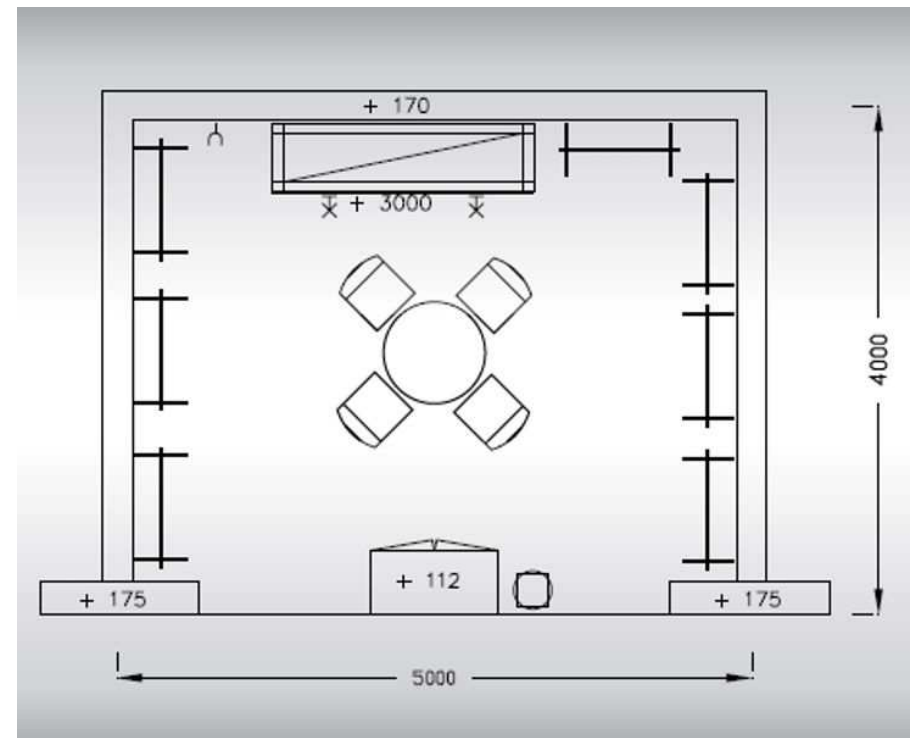
STYL EXHIBITION STANDS

Package PREMIUM



For your most efficient presentation at the STYL fair, we recommend you all-inclusive PREMIUM stands. **PREMIUM** means a special construction system for design-look stands in the hall's central zone. All the PREMIUM packages include one free parking card. Example:

- 20 sqm - CZK 61,201 + 21 % VAT
- the early bird price is valid till the 2nd deadline
- dimensions 5x4 m



STYL EXHIBITION STANDS

Package ECONOMY



The all-inclusive Economy stand - interesting price, high variability – corner or row stands (corner places are limited), inside equipment – furniture, hanger racks.

Example:

- 20 sqm – CZK 53,779 + 21 % VAT
- the early bird price is valid till the 2nd deadline
- dimensions 5x4 m



KABO EXHIBITION STANDS

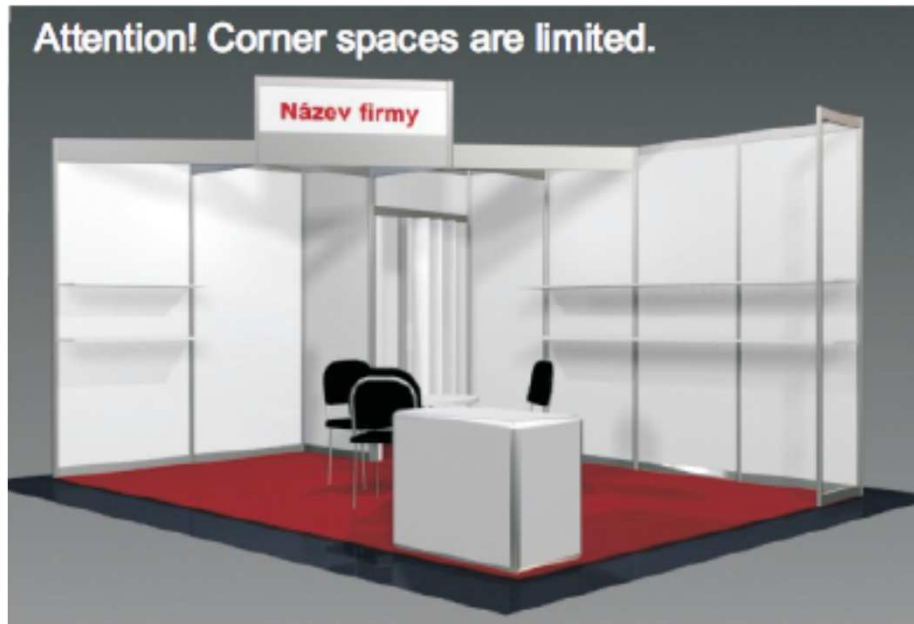
Package ECONOMY



The all-inclusive Economy stand - interesting price, high variability – corner or row stands (corner spaces are limited), inside equipment – furniture, shelves.

Example:

- 15 sqm – CZK 39,858+ 21 % VAT
- the early bird price is valid till the 2nd deadline
- dimensions 5x3 m



BONUS

STYL·KABO

- **Entry of the represented brands in the electronic VISITORS´ GUIDE** which is sent to STYL-KABO visitors´ list (6.000 B2B contacts)
- **Entry of the represented brands in the BRAND & COMPANY MAP** which is given out to all visitors at the entrance to the fairs/registration
- **Press release of exhibitors´ company** incl. photos will be placed on the web pages of the fair STYL-KABO and sent to business visitors as a part of e-letter

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SUPPORTING PROGRAMME

Fashion Shows and more...

STYL·KABO

- **Daily exhibitor's collections Fashion Shows (3 times a day)**
- **Seminars, lectures (Marketing, Design, Trends etc.)**



FURTHER SERVICES

STYL·KABO

- Catering
- Multilingual hostesses
- Interpreting service
- Lodging in luxury hotels, quiet pensions or reasonably priced hostels
- Service bureaus in the halls

Contacts

STYL·KABO



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