

hall
24

dreams
body & beach

DREAMS DIALOGUE

SEMINARS AND FASHION SHOWS

21.02.2022, MONDAY

11:30–12:50 Fashion Consulting Group
Technologies for retaining lingerie customers in 2022
Natalia Chinyonova
Chief consultant for business technologies in retail at Fashion Consulting Group

13:30–14:00 DREAMS SELECTED SHOW

14:00–15:30 Fashion Consulting Group
Fashion themes for the FW 22/23 season: lingerie, sleepwear and home. Exhibitors product items dreams by CPM body & beach
Galina Kravchenko
Head of Assortment Department of Fashion Consulting Group, Head of Trend Analytics FCG / FashionSnoops

16:00–16:30 DREAMS SELECTED SHOW

22.02.2022, TUESDAY

11:30–12:00 DREAMS SELECTED SHOW

12:00–13:00 CARLIN Creative Trend Bureau
TREND-DRIVERS AW2023 New Post-Covid Paradigm: 3 Socio Macro Trends. Style capsules for underwear and home wear
Anastasia Kotova
Trend expert, representative of the French trend bureau CARLIN Creative Trend Bureau in Russia

13:00–14:00 VM Guru
How to manage customer behavior and enhance the effectiveness of a lingerie store
Anna Balandina
Expert practitioner in visual merchandising and store design, Founder of the VM Guru agency.

14:30–15:00 DREAMS SELECTED SHOW

15:00–17:00 Trout&Partners
Positioning strategy in Fashion Industry
Galina Chepaykina
Associate Partner, Consultant of CPS Trout&Partners;
Valeriy Mifolovskiy
Associate Partner, Consultant of CPS Trout&Partners, Expert in the field of creative Industries;
Konchakova Svetlana
Consultant of CPS Trout&Partners, Expert in the field of collaborative Technologies

23.02.2022, WEDNESDAY

11:00–12:00 LingerieBusiness.Ru
Round table: How to avoid the becoming of the brick and mortar shop an offline fitting room? How traditional retailers can compete with the online marketplaces thanks to the assortment and the selection of suppliers?
Moderator: Maria Gerasimenko
Founder of the first school for the fashion business Fashion Advisers School, Expert on lingerie business development
Participants: Olga Moskaleva, Director of the Wild Orchid retail chain;
Kristina Tatyanchenko, owner of a wholesale company and marketplace expert;
George Bagrationi, lawyer, human rights activist, head of the international department for the protection of the rights and freedoms of citizens of the Pravomost Bar Association;
Irina Chernomor, co-owner of the multi-brand showroom Sollery;
Maria Peterson, founder of online B2B platform lingeriebusiness.ru;
Ilona Chichigina, owner of the Vela Moda Intima boutique in Yekaterinburg

12:00–12:30 DREAMS SELECTED SHOW

13:30–14:30 LingerieBusiness.Ru
Comprehensive methods to increasing ATV for retail underwear store. Simple and practical tools for small and medium-sized businesses
Ekaterina Kozarezova, Natalia Isakova,
Owners of the retail development consulting agency Team.Gear, owners of the franchise store chain "BeautyBox" (Korean cosmetics)

14:30–15:00 DREAMS SELECTED SHOW

15:00–16:00 LingerieBusiness.Ru
Video and photo content in the promotion of lingerie collections
Andrew Store
Art director and co-founder of the creative move agency

Subject to change, February 2022

ONLINE
TRANSLATION

