МЕЖДУНАРОДЕН ПАНАИР ПЛОВДИВ
INTERNATIONAL FAIR PLOVDIV

TexTailor EXPO









TEXTAILOR EXPO

International Textile and Fashion Exhibition

OCTOBER

2023

Final report



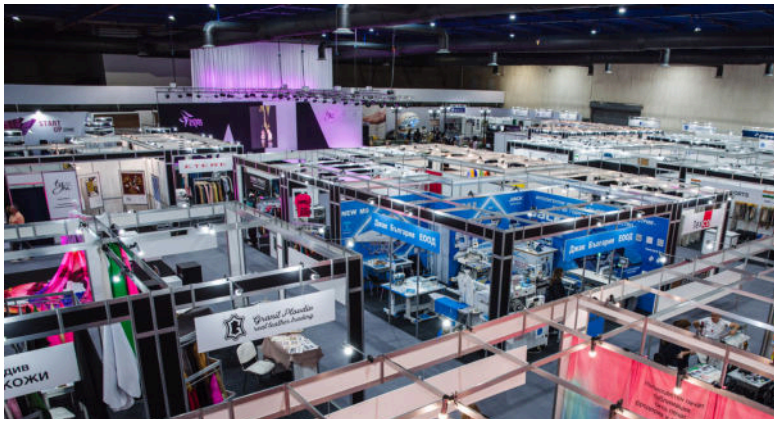
GENERAL

TexTailor Expo 2023 took place from **October 5 to 7, 2023** in Pavilion 2 of **International Fair Plovdiv.** The fourth edition of the forum presented the current trends and technologies in the production and design of clothing.

The teams of **International Fair Plovdiv and Spex Ltd.** joined forces again to organize it.

They worked in **partnership with the Bulgarian Association of Textile Apparel and Leather.**





The fourth edition of the exhibition attracted more than 62 companies from **Bulgaria, Germany, Greece, India, Spain, Italy, China, Poland, and Turkey.**

We've marked an increase in exhibitors focused on ecology, economy and business models in the fashion industry.



PARTICIPANTS:

- **Manufacturers of textile equipment and software;**
- **Manufacturers of clothes and shoes;**
- **Manufacturers and importers of fabrics, threads and consumables for the industry;**
- **Manufacturers and importers of leather and leather goods;**
- **Clothing companies specializing in tolling;**
- **Companies with own products, accessories for the industry;**
- **Individuals or companies presenting their own fashion lines, designs and trademarks.**







TexTailor EXPO

For the first time, the exhibition was enhanced with another thematic focus: interior design. Italian upholstered furniture impressed with stylish furnishing proposals.

Another novelty was the presentation of **a men's fashion line of a leading brand from Poland and children's clothing.**

Chinese and Indian manufacturers exhibited a variety of textiles for evening, sports and casual fashion, all types of yarns and threads and their latest models of spinning looms and related equipment.

A finishing machinery factory successfully participated with advanced ironing presses and equipment for cotton printing, Liene printing, silk printing and mixed fabrics.







GUESTS AT THE EXHIBITION

- **Manufacturers of textiles, knitwear, clothing and leather goods from Bulgaria and the Balkans;**
- **Outsourcers and buyers of clothing and fashion products from Europe (Germany, France, Italy, Greece, United Kingdom, the Nordic countries, Spain), USA, etc.;**
- **Wholesalers and retailers of textiles, clothing and leather goods from Bulgaria and the Balkan region;**
- **Professionals from the industry, representatives of vocational and higher schools and fashion lovers.**

A special guest at the TexTailor Expo 2023 was Prof. Laura Brufani - lecturer at the International Academy of Haute Couture and Costume Making "Koefia".



SUPPORTING PROGRAM

„TexTailor Expo 2023 provided exhibitors and visitors with a rich and useful supporting program. The events on the schedule took place in creatively organized dedicated spaces in Pavilion No. 2.

The three-day exhibition was saturated with **fashion shows, workshops and trainings, presentations of innovations and visions in the fashion industry.** All segments were covered: **haute couture, boutique lines and prêt-à-porter, knitwear and leatherwear, footwear and industry-related accessories.** A special highlight of the three-day exhibition was **the design workshop CreativeLab of the famous designer with Prof. Ivan Donev, winner of 20 awards from world forums.**

HIGHLIGHTS

CreativeLab by Ivan Donev

Ivan Donev's creative workshop was designed for both young designers and established names in the business. The format included theoretical and practical lectures on the latest fashion trends and techniques with guests from Italy.





TAILOR YOUR MIND

A place for start-up fashion designers and entrepreneurs.

The exhibition reinforced its mission to support start-up brands by providing an opportunity to exhibit alongside established companies and fashion brands.

For the first time, the start-up zone was that large and included 12 companies. In addition to their own stands, they had the opportunity to show their collections of clothes, shoes and accessories with a fashion show.

Online store: building and development

Special guest speaker of the fourth edition was **Kiril Velkov, UX expert in building successful online stores.** He gave valuable guidance and advice on winning practices and trends in the online fashion industry.

HIGHLIGHTS

TexTailor Fashon Show

The final glamorous event gathered hundreds of visitors in Pavilion 2. It opened up with a fashion show of Bulgarian universities and schools of textile and fashion and ended with a show of **the KOEFIA Academy of Rome.**





The audience was fascinated by models and designers whose creativity conquers the world's catwalks and stages: **ELLEN MORE, Wolf Walley, REFLET, AZARIA.**

For the first time, a unique garment that took 600 hours to embroider was shown on a Bulgarian catwalk.



An official award ceremony for the finalists in the Tailor Your Mind competition took place with a lot of emotion. Discovering and promoting new talent in fashion is one of the main goals, challenges and visions of TexTailor Expo.



The Tailor Your Mind competition is an initiative of the fashion designer Ivan Donev himself. He established it in the fashion industry as a platform for the most promising national and international young fashion designers and emerging auteur brands. The finalists were announced by Prof. Ivan Donev, **and the grand prize of the competition was a one-year scholarship to study at the KOEFIA Academy of Rome.**







REVIEWS of the Fourth Edition:

“TexTailor Expo is a real phenomenon in the Bulgarian fair industry, to which the world-famous Bulgarian designer, stylist, creator and teacher Ivan Donev made a special contribution. His inspiring energy turns the event into a glamorous platform that brings together geniuses in fashion with emerging talents.” **Prof. Dr. Ivan Sokolov, CEO of International Fair Plovdiv.**

“My mission is to help young creative people on their career journey. I am proud that the two initiatives: CreativeLab by Ivan Donev and Tailor Your Mind have grown over the last year and will certainly continue to grow. We have new fashion schools, 12 start-up zones with 54 candidates and an exceptional guest lecturer in the person of Prof. Laura Brufani, professor at the oldest academy for haute couture and costume making Koefia of Rome.” **Assoc. Prof. Ivan Donev, creative director of the educational workshop CreativeLab by Ivan Donev and the competition for young designers Tailor Your Mind.**

“The sector has shown itself to be resilient, even during crises. It employs about 80,000 Bulgarians, whose activity forms nearly 2% of Bulgarian exports. The Ministry is making every effort to attract personnel who will contribute to the development of this industry.” Ivaylo Shotev, Deputy Minister of Economy.



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+359 32 90 24 94

www.fair.bg
www.textailorexpo.com

y.mincheva@fair.bg
office@textailorexpo.com