Уважаеми читатели,

На фокус в брой 4/2018 на електронното издане е обширен анализ за облекло и обувки, български иновативни продукти в индустрията, стилът на кожите за есен/зима, и рекламни карета на предстоящите панаири в световен мащаб за най-нови технологии.

Желаем Ви приятно четене и... бъдете елегантни. Погледнете дрехата, силуета, цвета, съобразен с модните тенденции, вдъхновени от историята на модата...!!!

Редакционен екип
онлайн Списание за текстил, облекло, кожи и технологии www.tok-bg.org

Графичен дизайн: Стефка Нейкова
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ANALYSIS OF THE CONSUMER OPINION FOR THE PERSONALIZATION OF APPAREL

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A b s t r a c t:
A survey was carried out on the awareness and willingness of the consumers in Yambol, Bulgaria to use the mass customization tools when purchasing clothing on-line. The results show that they do not have enough information to use mass personalization when ordering clothes online. This low awareness leads to indecision for the design and purchase of clothing using mass personalization tools. Obtained results are compared to those available in known literature about Germany and Great Britain. Based on the results of this review and analysis, recommendations for practice are proposed.

Keywords: Mass personalization, Questionnaire survey, Comparative analysis

Резюме: Направено е проучване за осведомеността и готовостта на потребителите в гр. Ямбол-България да използват инструменти за персонализиране при закупуване на облекло онлайн. Резултатите показват, че анкетираните потребители не разполагат с достатъчно информация, за да използват масовата персонализация при поръчване на облекла онлайн. Тази ниска осведоменост води до нерешителност при проектирането и закупуването на дрехи с помощта на средства за масова персонализация. Получените резултати са сравнени с тези, налични в достъпната литература за Германия и Великобритания. Въз основа на резултатите от този преглед и анализ са направени препоръки за практиката.

Ключови думи: Масова персонализация, Анкетно проучване, Сравнителен анализ
1. Introduction

Personalization is a process of tailoring to the specific client. Especially in the field of garments production, where this method of sale has become more and more widely used in recent years. It allows users to create and customize their own clothing [4,15].

Much of the on-line shops as well as physical (real) studios in different countries provide a personalized service for their products [1,2,10,14].

The development of new methods, technical tools and strategies for the effective implementation of the concepts of mass customization in the sale of clothing is the subject of modern research [6,9,14].

From the review of literary sources [1,3,5,8,9,12,13,15], it may be pointed out that consumer opinion surveys are necessary in order to select the elements to be offered for customization, colors and shapes of these garments. In this way, methods for the effective implementation of customization are sought and the clothing elements proposed for modification are reduced to the most sought after.

The aim of the article is to conduct a survey of consumer opinion in the selection of personalized clothing on-line related to the customization of fashion collections by offering a recommendation on the practice.

2. Exposure

In the present work we conducted a survey of the consumer opinion about their attitude towards the mass customization of the garments.

The study was conducted in Yambol, Bulgaria. A total of 80 respondents were interviewed. They were randomly selected regardless of education, employment and gender. All respondents are aware of the purpose of the survey and the purpose of using the data received. The survey was conducted on-line. For its creation, Google forms were used [7].

The questions asked to the respondents are presented in Table 1. Their theme is: whether consumers are satisfied with shopping in shops; do they have any information about garment customization service? whether they would participate actively in the design of the garments; would they invest in the clothes they themselves designed.

<table>
<thead>
<tr>
<th>Question</th>
<th>Possible answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you satisfied with what is available in stores?</td>
<td>Very satisfied; Satisfied; Less satisfied; Not satisfied</td>
</tr>
<tr>
<td>Do you want to create your own clothes?</td>
<td>Yes; No; Maybe</td>
</tr>
<tr>
<td>Have you ever heard of the creation of clothes by the customer?</td>
<td>Yes; No</td>
</tr>
<tr>
<td>When designing your own clothes, what would you adopt?</td>
<td>To be creative; Longer delivery time; Higher price; Longer order time; Clothes can not be returned; Clothes may not meet your expectations</td>
</tr>
<tr>
<td>Do you want to have more influence on the design of the clothes you buy?</td>
<td>Yes; No; I’m not interested</td>
</tr>
<tr>
<td>Would you buy clothes you designed yourself?</td>
<td>Yes; No; Maybe</td>
</tr>
<tr>
<td>Would you pay more for clothes sewn to your size?</td>
<td>Yes; No; Maybe; It depends</td>
</tr>
</tbody>
</table>

Represented in graphical form are the results of the respondents’ answers in Yambol, Bulgaria.

A comparative analysis was carried out with the results outlined in [11], where the author examines the consumer’s perceptions of the application of mass personalization in the UK and Germany.
The results of the satisfaction of the clothing offered in physical stores in Bulgaria presented in Figure 1 show that 50% of the respondents are satisfied with the clothes offered in the shops. Only 14% are very satisfied. A significant percentage of them (30%) are less satisfied.

![Bar chart showing satisfaction levels in Great Britain, Germany, and Bulgaria.]

*Fig. 1. Answers of the question: “Are you satisfied with what is available in stores?”*

Similar responses have been obtained from the UK study, where the rates for satisfied and less satisfied are the same - 46% of respondents are satisfied and 43% are less satisfied.

The results obtained for Bulgaria are similar to those reported for Germany, where 56% are satisfied and 35% are less satisfied. Both in Bulgaria and in the two countries compared, the percentage of dissatisfied consumers is small - for Germany and the UK 4-6% and for Bulgaria 11%.

The results for consumer awareness in Yambol, Bulgaria that clothing can be created with their participation, are presented in Figure 2.

The results for Bulgaria show that very few respondents (35%) have heard about this opportunity. Better information shows 76% of respondents in the UK.

In Germany, the results are similar to those in Bulgaria - positive answers have been given, only 40% of the respondents.

![Bar chart showing awareness in Great Britain, Germany, and Bulgaria.]

*Fig. 2. Answers of the question: “Have you ever heard of the creation of clothes by the customer?”*
Results for the users’ desire to create their own clothes are presented in Figure 3. Only 32% of respondents in Bulgaria responded positively to this question.

In Britain, the interest is significantly higher, 61% answered “yes”.

In Germany, the percentage of positive respondents to this option is also significantly higher (71%) than the other two countries compared.

![Graph showing the percentage of respondents who want to create their own clothes in Great Britain, Germany, and Bulgaria.]

**Fig. 3. Answers of the question: „Do you want to create your own clothes?“**

Results for what consumers would prefer in Yambol, Bulgaria when designing their own garments are presented in Figure 4. 69% of the respondents respond that they agree that the garments that they have designed are not returned to the trader.

The responses are significantly different from those in the UK, where only 28% of respondents agree. There, the highest percentage of respondents agree to wait longer to get the garment they have designed.

Answers of respondents on this issue in the UK and Germany coincide. In Germany, 76% of respondents agree to wait longer for delivery, and only 22% agree that clothes can not be returned to the manufacturer.

![Graph showing the percentage of respondents who agree with various preferences when designing their own clothes in Great Britain, Germany, and Bulgaria.]

**Fig. 4. Answers of the question: „When designing your own clothes, what would you adopt?“**

50% of the respondents in Yambol, Bulgaria, are willing to influence the process of creating the garments they ordered (Figure 5).

In the UK, 74% of respondents agree.
The percentage of those wishing to take part in the creation of customized clothing in Germany is also high (65%).

![Do you want to have more influence on the design of the clothes you buy?](chart1)

*Fig.5. Answers of the question: „Do you want to have more influence on the design of the clothes you buy?“*

The results of whether consumers would buy clothes that they, themselves designed are shown in Figure 6. 49% of respondents from Yambol, Bulgaria agree to buy clothes in this way. An almost equal number (42%) indicated that this also depends on other factors.

Similar results were obtained for the United Kingdom, where 54% agreed, and 46% said “It depends”.

In Germany, 57% of the respondents agree, and 38% are dependent on other factors.

In the three countries the percentage of respondents with “no” is small (0-9%).

![Would you buy clothes you designed yourself?](chart2)

*Fig.6. Answers of the question: „Would you buy clothes you designed yourself?“*

The results were whether consumers in Yambol, Bulgaria would pay more for the clothes they created themselves in Figure 7. Agree with this are 28% of the respondents, 32% and 40% respond with “It depends” and “maybe”.

In the UK, 52% agree to pay larger amounts for personalized clothing.

In Germany, 40% agree.
There is a small percentage of respondents with “no” to this question in all three countries (3-17%).

![Chart showing responses to the question “Would you pay more for clothes sewn to your size?”](chart.png)

*Fig. 7. Answers of the question: “Would you pay more for clothes sewn to your size?”*

3. Conclusion

The consumer awareness and readiness study in Yambol, Bulgaria, shows that they have insufficient information to use mass customization when ordering clothes online. This low awareness leads to indecision for the design and purchase of clothing using mass customization tools.

The results obtained are comparable to those from Germany, where consumers show the same low awareness and therefore less willingness to use such services.

The analysis of the results shows that consumers in the UK are better acquainted with mass customization techniques in the production, sale and purchase of clothing and are therefore willing to use them.

It is necessary to carry out further studies on the experience of applying mass customization methods in clothing sales on-line, taking into account the experience of leading countries in this field.

Acknowledgements

This work is supported by the Trakia University, faculty of Technics and technologies, Bulgaria, project 6.OUP/25.04.2017 “Development of laboratory for photogrametrical and remote measurement methods”. We gratefully thank Petya Boneva, PhD for her useful suggestions. We also thank prof. Elsayed A. Elnashar for the guidance in the preparation of this article.

6. References


STYL

Full name: International Fashion Fair

Date: 20.8.2018

Venue: Brno Exhibition Centre

Organizer: BVV Trade Fairs Brno

Position: 1. in Central and Eastern Europe

Application: On-line application for the trade fair

Ticket: Visitor Registration / Order

List of exhibitors: i-Catalogue – Exhibitors & Products

STYL Fashion Fair is the business and commercial peak of the fashion industry. It is where exhibitors from all over Europe offer and present new brands, novelties and fashion trends in clothing from each field to professionals. Alongside classic fashion there are also collections from established Czech and European fashion designers as well as the up and coming generation of fashion designers. Traders can view the collections in the form of quality fashion shows within the scope of the rich accompanying programme. A section of the STYL fair is also dedicated to a selection of costume jewellery and accessories.

KABO

Full name: International Footwear and Leatherware Fair

Date: 20.8.2018

Venue: Brno Exhibition Centre

Organizer: BVV Trade Fairs Brno

Position: 1. in Central and Eastern Europe

Application: On-line application for the trade fair

List of exhibitors: i-Catalogue – Exhibitors & Products

KABO Footwear Fair is the most prestigious professional show of the products of Czech and foreign footwear manufacturers within the Czech and Slovak Republics. Most of the global brands will present themselves, through their domestic distributors, along with footwear and accessory manufacturers.
ПРОВЕЖДАНЕ НА WORKSHOP-ДЕМОНСТРАЦИЯ ВЪВ ВРЪЗКА С ПРЕДСТАВЯНЕ НА СМАРТ ПРЕЖДИ ПРОИЗВЕДЕНИ ПО ВНЕДРЕН ИНОВАТИВЕН ПРОЦЕС НА ФИРМА „БЪЛГАРИЯ-ТЕКС“ АД

СЪБИТИЕТО СЕ ПРОВЕЖДА С ЦЕЛ ПРЕДСТАВЯНЕ НА СМАРТ ПРЕЖДИ ОТ НОВО ПОКОЛЕНИЕ, РАЗРАБОТЕНИ ПО ПРОЕКТ ОПЕРАТИВНА ПРОГРАМА ИНОВАЦИИ И КОНКУРЕНТОСПОСОБНОСТ: „ВНЕДРЯВАНЕ НА ИНОВАТИВЕН ПРОЦЕС ЗА АВТОМАТИЗИРАНО И СОФТУЕРНО ПОДПОМАГАНО УПРАВЛЕНИЕ НА ПРОИЗВОДСТВОТО НА ТЕРМОХРОМНИ, ФОТОХРОМНИ, ТЕРМОРЕГУЛЯЩИ И С КОНТРОЛИРАНА ДЪЛЖИНА НА ОЦВЕТЕНИЯ УЧАСТЪК СМАРТ-ПРЕЖДИ ЗА РЪЧНО И МАШИННО ПЛЕТИВО“

На първи юни т.г. в известен магазин за прежди в гр. Стара Загора се проведе workshop-демонстрация на нови разработки – смарт прежди, произведени от „България-Текс“ АД по внедрена процесна инновация във фирмата.

След внедряването на нова технологична линия и проведените съответни лабораторни изследвания, фирмата успешно създава няколко вида прежди, отличаващите се със следните характеристики:
- термохромни
- фотохромни
- терморегулиращи и с контролирана дължина на оцветения участък смарт-прежди за ръчно и машинно плетиво.

Тези прежди са с
иновативен характер, чрез който се осигурява покритие и полагане на термохромични и фотохромични агенти върху различни текстилни прежди-вискоза, полиамид, памук, смесени вълни, коприна и др. с контролирана дължина на цвета.

Термохромичните покрития осигуряват промяна на цвета на преждата като резултат от реакция на топлина, след което преждата възстановява предишния си цвят.
Чрез фотохромията се осигурява промяна на цвета на преждата при облъчване със слънчева или ултравиолетова светлина.

Терморегуляцията на преждата се осигурява от химични агенти с охлаждащ, загряващ или терморегулиращ ефект.

Процесът представлява новост на световния/европейски пазар. Това се отнася особено по отношение на иновативните възможности за нанасяне на химични агенти за предварително проектиране на дължината на цветните участъци.

„България-Текс“ АД е фирма с доказан опит в производството на прежди, която неизменно следи последните технологични процеси и модни тенденции в производството и продажбата на прежди. Фирмата е уверена в успеха на проекта, както и крайното реализиране на произведените продукти.
Проект BG16RFOP002-1.001-0446-C01, финансиран от Оперативна програма „Иновации и конкурентоспособност“, съфинансирана от Европейския съюз чрез Европейския фонд за регионално развитие.
27th INTERNATIONAL SPECIALIZED EXHIBITION FOR FASHION AND TEXTILE BUSINESS

BALTIC FASHION & TEXTILE VILNIUS has developed to the biggest fashion and textile fair in the Baltic States and this year expects more than 460 participants from 26 countries. We invite companies to present textiles, raw materials, clothes, accessories, new technologies and manufacturing equipment. More information and registration: WWW.BALTICTEXTILE.EU.

THE MAIN SECTORS ACCORDING TO PRODUCT GROUPS

TEXTILE AND TECHNOLOGIES – for industry professionals. Hall 5.
Fabric, non-wovens, home textiles, interior decorations, technical textile, yarns, threads, textile accessories, subsidiary materials. Innovations, technologies, production equipment, commercial equipment, logistics and storage, packaging, r&d, consultancy, services.

FASHION AND STYLE – for traders and consumers. Hall 3.
Fashion brands; outwear and knitwear for women, men and children; workwear and uniforms, underwear, sportswear, leather and fur wear, clothing accessories, designers, jewelry. Leather, leather haberdashery, work and special footwear, women, men and children shoes, crafts.
OTHER EVENTS:

BALTIC FASHION OUTLET – a new market place for apparel industry professionals. ADCUM, Hall 3 lobby.

The Baltic (Lithuanian, Latvian, Estonian) apparel manufacturers are welcome to present the exclusive range of their products - clothes and fashion accessories - to the visitors of the international trade fair Baltic Fashion & Textile Vilnius and promote the local apparel manufacturers brands.

FASHION BAZAAR - the biggest fashion and exclusive style works market place in all Lithuania. Hall 4.

VILNIUS FASHION CONFERENCE and Seminars for industry professionals. CATWALK / FASHION SHOW.


Contact: info@baltictextile.eu, Tel.: +370 5 2790339.
В началото на септември месец 2012 г., започнахме една различна по всеки смисъл благотворителна инициатива. Нарекохме я „Изплети топлина“ и се насочихме към една група от хора, която често бива пренебрегвана от подобен род инициативи, а именно – хората без дом. Студените зимни meseci са тези, през които ние се грижим да топлото си облекло, но има и хора, за които улицата е дом и те трябва да се борят със студа ежедневно.

Затова и нашата идея беше Шапки, шалове и ръкавици!

Или една благотворителна кампания, която да направи мост между търсещи и даряващи помощ. Хората на улицата имат нужда от същите неща, както всеки един от нас – храна, топлина, дрехи, подслон. Или поне не същата си мислим.

Търсейки отговор на въпроса с какво можем истински да помогнем на бездомните, се свързахме с различни институции, които са запознати с проблемите и нуждите им. На пръв поглед странната ни идея намери топло посрещане. Уверени в посоката предприехме първите действия по реализирането на идеята за една различна и изпълнена с топлина благотворителна кампания. Казваме различна и имаме предвид, че това е първата благотворителна инициатива осъществена без бюджет в България. За кампанията не са набиранi никакви средства. Казваме различна и имаме предвид, че с нея съумяхме да затворим кръга между даряващи и получаващи помощ. Тези, които получиха даренията от шапки, шалове и ръкавици на свой ред изпратиха картички до своите дарители. Казваме различна и имаме предвид нашите невероятни доброволци, които се включиха в изработване на изделия от вълна и огромната ни радост от това, че провокирахме интереса им към плетенето, а някои от тях за първи път хванаха игли в рамките на кампанията.

Вече шест години учим малки и големи да плетат. На тези, които могат и искат да се включат в каузата ни - изпращаме прежда, напълно безплатно, за да изплетат топли шалове, шапки, ръкавички и чорапи, които раздаваме на хората без дом и в домовете за деца.

От няколко meseci имаме и собствено пространство - Ателието на "Изплети топлина", където правим уроци по плетене за възрастни и деца.

Повече за нас и кампанията ни на фейсбук страницата-https://www.facebook.com/Izpleti-Toplina/
The first edition of the International Specialised Exhibition for textile machinery and products TexTailorExpo 2018 will be held from 8 to 10 November 2018 in The International Fair Plovdiv-Bulgaria.

It is a joint project of SPEX Ltd. and The International Fair Plovdiv AD.

TexTailorExpo 2018 is a business-to-business exhibition for Bulgaria and the region, which aims to meet the Bulgarian and international producers of clothing, shoes, fabrics, accessories, machinery and equipment with the partners from the world market and to create business environment for the generation of new contacts or to launch a new collaboration.

On the "TexTailorExpo 2018" you can find out new collections for women and men, textiles, shoes, handbags, and accessories. Within three days, from 8 to 10 November, Bulgarian and foreign companies will be presented with their stands, in the following streams:

- Equipment for the Tailor;
- Supplies for the Tailor;
- Apparel Sourcing;
- Ready-to-wear.

During the exhibition, will be organised a variety of events, which will be of interest both for the exhibitors and the visitors.

For information: www.textailorexpo.com
FOOTWEAR INDUSTRY ON ITALY-EXPORTS

обувна индустрия на италия-износ

Footwear industry: Italian exports worth 9.5 billion euros in 2017

Positive trend for Veneto, Tuscany, Lombardy and Emilia Romagna; negative trend for Marche and Campania. After the fall in recent years, there was a recovery for exports to Russia and the CIS area.

SHOE MANUFACTURERS IN ITALY: A POSITIVE YEAR FOR EXPORTS

Exports from the Italian footwear sector increased again: 2017 closed up +3.4% on 2016 (after the 2.6% increase that was reported in the previous year). According to the latest data from the Confindustria Fashion Study Centre for Assocalzaturifici, Italian exports were worth more than 9.5 billion euros, with this figure including finished shoes as well as components (2016 exports were approximately 9.2 billion).

The performance was particularly positive in the last quarter, which saw a 6.6% increase in value for exports in the footwear sector, after two lacklustre quarters (+1.8% in the second quarter and +1% in the third). The increase for Veneto, Tuscany and Puglia was more than 7%.

REGIONAL EXPORTS MAIN PRODUCERS: GROWTH ALMOST ACROSS THE BOARD

In terms of the total value exported in 2017, Veneto confirmed its status as the main exporting region, making up 27.4% of total Italian exports, followed by Tuscany (21.4%), Lombardy (15.3%) and Marche (15.1%, which slipped down a place compared to 2016). These four regions combined account for almost 80% of Italy’s foreign turnover.

Compared to the previous year, the reasonable results for the final quarter did not prevent the Marche from once again closing the year in negative territory (-1.5%; the figure was -3.2% after the first 9 months of the year): 2017 was particularly disappointing for Macerata (-8.9%), while Fermo (+1.1%) and Ascoli (+0.6%) were “steady”. Campania (-4.1%) also fared poorly: with only a small reduction for Naples (-0.6%), but a much larger fall for Caserta (-16%).

There was an increase in the foreign turnover of the other main Italian footwear manufacturing regions: the annual increase was just over 4% for Veneto (driven by Treviso and Venice), Tuscany, Emilia Romagna and Lombardy. The increase was slightly lower for Puglia (+2.7%).

DESTINATIONS: THE EU WAS STRONG BUT THE US WAS NOT FOUND WANTING

The European Union has always been the main destination for Italian footwear exports: 7 out of 10 pairs of shoes are sold to a fellow EU member. Five of the seven main regions have an EU 28 market as their main customer: France for Veneto, Emilia Romagna, Puglia and Campania; Germany for Marche.
For Tuscany the leading destination is Switzerland, due in part to the increasing importance the latter as a logistics-distribution hub for leather brands who are based in the Ticino Canton. Lombardy is the only region that has a non-European market as its main partner (with the US just ahead of France). Russia's importance has waned significantly (even though it remains the sixth largest destination market for Italian exports): until 2014 it was the main outlet for Marche and Emilia Romagna.

In terms of the regional hierarchy in the various markets, even in 2017 Veneto remained the top region for exports to the EU; Tuscany was the leading region for exports to the US; the Marche was the main exporter to the CIS area; while Lombardy was the main exporter to the Middle East and Far East.

**FOCUS ON THE FOOTWEAR MANUFACTURING PROVINCES: FLORENCE RETAINS FIRST PLACE**

The top 10 exporting provinces in 2017 were: Florence, Treviso, Milan, Fermo, Venice, Verona, Macerata, Vicenza, Padua, Forlì Cesena.

The top places in the league table of exports by province were unchanged compared to 2016, with Florence (+2.2%, at the top of the pile with 1.2 billion euros) followed by Treviso (+6.2%) and Milan (+7.3%). Macerata (-8.9%) lost a place because of unsatisfactory results in various EU markets, and was replaced by Verona (+0.7%), which was on the whole stable (despite weak demand from its two main customers, Germany and France) after the reductions in the previous two years. Vicenza (+3.3%) overtook Padua (-0.5%); Lucca fell even further (and is now fifteenth, after a fall of -11% during 2017).

**EXPORT PERFORMANCE IN THE LAST FOUR YEARS: CIS THE NOTABLE ABSENTEE**

The analysis of regional exports in the last four years – conducted by the Confindustria Fashion Study Centre for Assocalzaturifici – offers a rather varied picture, but we can identify certain trends. With regards to Veneto, the markets with the greatest increases are all in Europe and these are, in hierarchical order: France, Switzerland, United Kingdom, Spain and Poland; Lombardy saw an increase of exports especially to distant countries (US, Far East and UAE). For Campania, the top five markets include three situated in central and north America (US, Mexico and Canada).

Switzerland and the US are the countries that appear in the top5 lists most frequently (both appear for five of the seven regions in question). Moreover, Switzerland - which is continuing to grow in importance as a hub for large fashion groups - is the destination with the best performance for 4 regions: Tuscany firstly (with the largest increase in absolute terms, an impressive 306.5 million euros between the end of 2013 and the end of 2017) but also Marche, Puglia and Campania.

EU markets are present in 15 out of a total of 35 places, considering the 7 “top5”; not just France and Germany (which represent the markets that grew most significantly for Veneto, thanks to orders from major French luxury brands, and Emilia Romagna); but also the United Kingdom (which is amongst the best performers for 4 regions) and Spain, as well as two countries from Eastern Europe (Poland and Czech Republic, albeit in lower positions and solely for Veneto and Puglia).

Looking at the Far East destinations, South Korea and Hong Kong were the most dynamic. With regard to the last four years, despite its significant growth in previous years, China only appears in Lombardy’s top5.

Obviously, notable absentees include the markets of the former Soviet bloc, which had been expanding significantly prior to the crisis which began in 2014 (between 2010 and 2013 there was a +48% increase in value in Russia).

But thanks also to the 2017 recovery, Russia will continue to remain one of the strongest markets for exports. Indeed, despite the crisis in recent years, the Russian market has retained its importance and appetite for Italian products. This is demonstrated by the results for the last edition of MICAM, the International Footwear Trade Fair organised at Fiera Milano by Assocalzaturifici, which saw a significant increase in visitors from Russia (+22%), which reclaimed its position as the top foreign country, followed by the Ukraine with +7%.
THE EXPORT FIGURES FOR EACH REGION

Veneto
2016 Exports in million Euros 2,494.4
2017 Exports in million Euros 2,600.5
% change 2016/2017 +4.3%
Percentage of the total export value for “shoes +components” Italy: 27.4%
Main export markets in 2017: France, Germany, Switzerland, UK, Romania

Tuscany
2016 Exports in million Euros 1,949.8
2017 Exports in million Euros 2,031.5
% change 2016/2017 +4.2%
Percentage of the total export value for “shoes +components” Italy: 21.4%
Main export markets in 2017: Switzerland, US, France, United Kingdom, Germany

Lombardy
2016 Exports in million Euros 1,397.3
2017 Exports in million Euros 1,454.7 % change 2016/2017 +4.1%
Percentage of the total export value for “shoes +components” Italy: 15.3%
Main export markets in 2017: US, France, Switzerland, Hong Kong, Germany
Main Provinces 2017 for exports: Milan, Brescia, Pavia, Como.

Marche
2016 Exports in million Euros 1,453.2
2017 Exports in million Euros 1,431.8 % change 2016/2017 -1.5%
Percentage on the total export value for “shoes +components” Italy: 15.1%
Main export markets in 2017: Germany, Russia, US, France, Switzerland

Emilia Romagna
2016 Exports in million Euros 727.1
2017 Exports in million Euros 758.2 % change 2016/2017 +4.3%
Percentage of the total export value for “shoes +components” Italy: 8.0%
Main export markets in 2017: France, Germany, UK, US, Russia
Main Provinces 2017 for exports: Forlì Cesena, Bologna, Piacenza.

Puglia
2016 Exports in million Euros 285.1
2017 Exports in million Euros 292.7 % change 2016/2017 +2.7%
Percentage of the total export value for “shoes +components” Italy: 3.1%
Main export markets in 2017: France, Germany, Switzerland, Spain, Albania

Campania
2016 Exports in million Euros 268.5
2017 Exports in million Euros 257.5 % change 2016/2017 -4.1%
Percentage of the total export value for “shoes +components” Italy: 2.7%
Main export markets in 2017: France, Switzerland, Germany, US, Belgium
Main Provinces 2017 for exports: Naples, Caserta.
43-т МЕЖДУНАРОДЕН ПАНАИР НА КОЖИТЕ - КАСТОРИЯ
43-rd KASTORIA INTERNATIONAL FUR FAIR

43-т Международен панаир за кожи в KASTORIA отчете с 18% по-висок ръст на посетители спрямо миналата година. Общо 120 изложители от 13 държави и 1 339 модни купувачи от 43 страни посетиха тазгодишното събитие през месец май, на което видяха нов дизайн на най-новата мода от кожения и кожухарският свят в Международният изложбен център Кастория.

Производители и търговци показаха своите впечатляващи модни колекции за сезон Есен/Зима 2018, предназначена за мъже и за жени (облекло за различни поводи), аксесоари от и за кожи и кожухарски изделия, и машини за кожената индустрия.

В съответствие с търсенето на пазара панаирът, предложи уникални възможности на купувачите, за да могат да намерят качествени стоки в широк спектър на дизайн, цветове и цени, като по този начин привлича купувачи от цял свят.

Наличието на клиенти от Русия и Украйна в сравнение с миналата година беше увеличено, като значителен брой от корейски купувачи също беше доста засилен.
По време на изложението се проведе грандиозно модно шоу, с което се откри 43-т Международен панаир за кожи с участието на еднадесет от водещите гръцки фирми за производство на кожени изделия със своите блестящи топ модни творения (SOULIS FURS, HERMIA, TRASSIAS FURS, MANAKAS FRANKFURT – GRAVAS, CASIANI, EFD PAPADOPOULOS FURS, MANZARI, ACTIVE SABLE HOUSE, PKZ FURS SA, SARIGIANNI Prive, KONSTANTINOU FURS).
На модното шоу присъстваха руският моден дизайнер Сергей Ефраимов, който представи седем красиви кожени решения от новата си колекция, известният гръцки моден предприемач Лакис Гавалас, както и десетките кожухари от цял свят, които се насладиха на прекрасните дрехи, подчертаващи новите тенденции в модата на кожите и кожухарската индустрия.

Следващото 44-те издание на Международен панаир за кожи в KASTORIA ще се проведе на 2-5 май 2019.

Стефка Нейкова-онлайн списание за Текстил, облекло, кожи и технологии-България
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