The international footwear exhibition Euro Shoes premiere collection was successfully held in Moscow

Russia's largest exhibition of footwear and accessories, Euro Shoes, was held in Moscow from February 19 to 22 and again became the main meeting place for fashion brands and buyers.

All regular Euro Shoes participants from Germany, Italy, Spain, Turkey, Russia and China presented their collections at Euro Shoes for the fall-winter 2024 season. The exhibition also presented new names - including a number of local brands, shoe manufacturer from Turkmenistan Rowshen, Italian brands Carmens and Freeflex debuting in Russia, shoe, bag and leather factories from the Middle Kingdom.

A separate collective stand at the exhibition was dedicated to the footwear industry in Portugal.

Regular participants of the Euro Shoes exhibition, German shoe brands Caprice and Tamaris, placed special emphasis on the presentation of their new lines of men's shoes, as well as accessories. In a special Caprice fashion show, shoe models from the brand’s new collection were demonstrated not only by girls, but also by men.

In honor of its 150th anniversary, the German shoe concern Rieker presented three new collections at Euro Shoes. The Rieker collection demonstrates rapid progress based on one and a half centuries of tradition. Each model has a harmony of attractiveness and comfort. The R-Evolution collection is sport and style, a combination of advanced technologies and the best materials, wrapped in modern design. And the new collection of the high-tech brand Remonte is expressed in elegant models in various styles. Exquisite design and incredible comfort have become its hallmark.

Traditionally, the Euro Shoes exhibition, which is always attended by a large number of brands from Turkey, was visited by the Turkish Ambassador to Russia Tanju Bilgic on the second day of the event.

A new milestone for Euro Shoes was the expansion of cooperation with India. Already at the next session of the exhibition, which will take place at the end of August, a collective stand of Indian footwear and accessories brands will appear among its exhibitors.

The exhibition organizers noted high attendance on all days of the event. The guests of Euro Shoes were buyers and representatives of retail business from Russia and the CIS countries.

For several years now, the Euro Shoes exhibition has been held on the same dates and on the same site as the international exhibition of clothing and accessories CPM Moscow. The positive effect of the synergy of two major exhibition events dedicated to the fashion industry is noted by the organizers of both exhibitions. During Euro Shoes & CPM, the Moscow Expo Center becomes a real

center of attraction for buyers and representatives of the fashion business.

The next session of the Euro Shoes premiere collection will take place in Moscow at Expocentre from August 27 to 30. Until next time.