



Flanders
State of the Art



FASHION MARKET

IN RUSSIA AND
SAINT PETERSBURG

FLANDERS INVESTMENT & TRADE MARKET SURVEY

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SAINT PETERSBURG
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Source: Russian fashion magazine "Russian Fashion Now" (www.rfnow.ru)

Besides, a special focus shall be given to the sector of protective clothing, workwear and safety footwear. Russian companies produce a wide range of quality workwear, protective and corporate clothing as well as safety footwear. The Russian market of protective clothing is huge and fast-growing. This market shows an annual growth rate of 10%-15% depending on the segment. It is projected to reach RUB 200 billion by 2025 (EUR 2,72 billion). The government initiatives regarding the safety of personnel are expected to support the market. The rising concern of both the employers and employees regarding safety at work is expected to drive the Russian protective clothing market. A massive demand for protective and corporate clothing is kept by oil and gas companies, Aeroflot, Russian Railways (RZD), police, emergency and defense sectors (B2C and B2G segments). Domestic production has become attractive and competitive compared to subcontracting. Textile and protective clothing producers invest in new equipment and increase production to meet this massive demand.

The major workwear market leaders are:

- Vostok Service (<https://shop.vostok.ru/>)
- Energocontract (<https://www.energocontract.ru/>)
- TechnoAvia (<http://www.technoavia.ru/>)
- BTC Group (<http://btcgroup.ru/en/>)
- SpetsZaschita (<http://www.ksnn.ru/>)
- RosChimZaschita (<http://xn--g1afsu.xn--p1ai/>).

The Russian Ministry of Industry and Trade tries to actively support the fashion industry and fashion projects. In recent years, the Russian Ministry of Industry and Trade has funded 230 projects with a total value RUB 50 billion (EUR 0,68 billion). The borrowed funds were available on certain terms and conditions for a specific period after which these are to be returned. Interest rates range from 1,3% to 5%.

The facilitation efforts of the Russian Ministry of Industry and Trade have resulted in a number of hi-tech projects in the fashion industry: a new tannery in Ryazan (<https://www.leather.ru/ru>), a new tannery in Smolensk (<http://vkplt.ru>), a new smart apparel production in Ivanovo region (Faberlic <https://faberlic.com/>). Faberlic is planning to implement a digital factory based on digital mockup concept (DMU) that allows product design and development in 3D for the entire life cycle. The concept enables to reduce design-to-market cycle, development costs and improve product quality. The entire project will be

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7. SOURCES

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2. Government of Saint-Petersburg (<http://gov.spb.ru/>)
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4. Business magazine ‘Expert North-West Russia’ (<http://expert.ru/>)
5. Newspaper ‘Delovoy Petersburg’ (https://www.dp.ru/a/2018/05/22/Plate_so_znaniem_dela)
6. Newspaper ‘Kommersant’ (<https://www.kommersant.ru/>)
7. Newspaper ‘Russian Newspaper’ (<https://rg.ru/2019/08/07/kak-dizajneriy-iz-razvenchivaiut-mif-o-nezyblemosti-inostrannyh-brendov.html>)
8. Consulting and marketing agency ‘Fashion Consulting Group’ (<http://fashionconsulting.ru/>)
9. Russian Fashion Council (<http://russianfashioncouncil.ru/>)
10. Russian media holding ‘RBC’ (<https://pro.rbc.ru/demo/5cf5137c9a794751f9031acb>)
11. Online platform ‘RusBase’ (<https://rb.ru/>)
12. Russian media holding ‘ProFashion’ (<https://profashion.ru/>)
13. Fashion magazine ‘Sabaka’ (<http://www.sobaka.ru/fashion/heroes/92454>)
14. Mckinsey & Company
(<https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-a-year-of-awakening>)

