

**Best of India**  
**Buyer-Seller Meet**

Organized by:



# India Fashion & Lifestyle Fair

**25-27 June, 2025**  
**Moscow, Russia**

**300+**  
**Importers**  
**Buyers**  
**Retailers**  
**Online Merchants**  
**Buying Houses**  
**Buying Agents**

**100+**  
**Exhibitors**



**Connecting India's vibrant fashion  
and textile industry with Russian  
buyers and importers in Moscow**

**[indiafashionandlifestyleshow/](http://indiafashionandlifestyleshow/)**

# A Gateway to India's Fashion

Wool & Woollens Export Promotion Council (Ministry of Textiles, Government of India), is organizing the Best of India – India Fashion & Lifestyle Fair in Moscow, Russia from 25<sup>th</sup> to 27<sup>th</sup> June, 2025. This premier Buyer-Seller Meet (BSM) will provide a unique platform for Indian manufacturers and exporters to showcase their products directly to leading buyers from Russia, Belarus, and Kazakhstan.

The event will feature interactive B2B meetings, product demonstrations and networking opportunities with key stakeholders in the Russian and CIS textile industry. Participants will benefit from valuable insights into market trends, consumer preferences and emerging business opportunities. Special discussions with industry experts and Chambers of Commerce, Financial Institutions will also be conducted to discuss trade, export strategies and the future of Indian textiles in the Russian market.

## PRODUCT CATEGORIES

- ✓ **Yarn & Fabrics** – Wool, Cotton, Polyester, Blended Fabrics
- ✓ **Winterwear & Hosiery** – Coats, Sweaters, Thermals, Knitwear, Hosiery Items
- ✓ **Fashion & Apparel** – Garments, Activewear, Casual & Formal Wear
- ✓ **Shawls & Stoles** – Wool, Pashmina, Cashmere, Silk-Blended Stoles
- ✓ **Home Textiles & Made-ups** – Bed Linen, Blankets, Towels, Upholstery, Curtains
- ✓ **Handicrafts & Carpets** – Handwoven Carpets, Embroidered & Decorative Textiles
- ✓ **Fashion Accessories** – Scarves, Gloves, Caps, Bags
- ✓ **Technical Textiles** – Innovative and specialized textile products

## PARTICIPATION CHARGES:

**Standard Booth (9 SQM Fully Furnished) Rs. 1,80,000/-**

**Booth Includes: Display Setup (3 Shelves or Hangers), 1 Round Table, 1 Reception Desk, 3 LED Lights, Fascia Name, 3 Chairs, 1 Power Socket, 1 Dustbin and Listing in the Digital Show Directory. Larger Booths: Available in multiple of 9 sqm.**

**Early Bird Offer: Rs. 15,000/- till 30th April, 2025**

The Best of India Fashion & Lifestyle Fair is a premier event showcasing the best of Indian fashion and lifestyle products. This event serves as a vital platform for Indian exporters to connect with Russian buyers and expand their business.

The fair is a testament to the growing demand for Indian products in Russia, creating a dynamic environment for business development and cross-cultural exchange.

## A Market of Unprecedented Opportunity for Indian Textiles:

Russia's textile and apparel sector is undergoing a transformation, with high demand for winterwear, woollen and cotton-based products, home textiles and fashion apparel. Indian exporters are uniquely positioned to capitalize on this expanding market, driven by the following factors:

“Surging Demand for Indian Textiles: With a population of over 145 million, Russia’s consumers are increasingly seeking premium yet affordable textile products. Indian woollen shawls, stoles, yarn, fabrics and home textiles are widely appreciated for their craftsmanship, durability and competitive pricing.”

“High Potential for Winterwear & Seasonal Textiles: Russia’s extreme winters create a huge demand for woollen coats, sweaters, thermals, knitwear and hosiery items, while its moderate summers drive demand for breathable cotton and blended fabrics. India’s diverse textile range offers an unmatched advantage in catering to both seasonal needs.”

“Strategic Advantage Amid Geopolitical Shifts: With evolving trade dynamics and reduced textile imports from Europe and China, Russian buyers are actively seeking alternative sourcing options. Indian exporters can position themselves as reliable suppliers of high-quality textiles.”

“India-Russia Trade Relations at a Historic High: The strong diplomatic and economic ties between India and Russia, coupled with initiatives like the Rupee-Ruble Trade Mechanism, have made trade more seamless and financially viable for Indian exporters.”

“Expanding Retail & E-commerce Landscape: With Russia’s retail and e-commerce sectors experiencing double-digit growth, Indian exporters have the chance to supply directly to major online platforms, departmental stores and boutique retailers.”

## ADDITIONAL SUPPORT

- ✓ Visa Assistance – Invitation letters & travel guidance
- ✓ Logistics Support – Customs clearance, freight forwarding and warehousing
- ✓ On-Site Support – Booth setup & exhibitor assistance

## How to Apply?

Interested members are requested to submit their application along with payment to WVEPC at the earliest to avail of the early bird discount. Bank Details for Payment through RTGS/NEFT:

<b>BENEFICIARY NAME</b>	:	<b>WOOL &amp; WOOLLENS EXPORT PROMOTION COUNCIL</b>
<b>BANK NAME</b>	:	<b>PUNJAB NATIONAL BANK</b>
<b>ACCOUNT NO.</b>	:	<b>4821000100001243</b>
<b>IFSC CODE</b>	:	<b>PUNB0112000</b>
<b>ACCOUNT TYPE</b>	:	<b>SAVING ACCOUNT</b>
<b>BRANCH</b>	:	<b>26A, K.G. MARG, ECE HOUSE, NEW DELHI-110001</b>

This is a golden opportunity for Indian textile exporters to enter and strengthen their presence in the Russian market. We invite you to be a part of this premier B2B event & capitalize on its vast business opportunities.

**We look forward to your participation!**



# Best of India India Fashion & Lifestyle Fair

Organized by:



**25-27 June, 2025**

**Hall No. 55, 119/84, St. Prospect Mira, BDNKHA Park  
City Moscow, Russian**

**BOOK YOUR SPACE NOW**

**For Participation and further details Contact Us:**

+91-11-49538200, 7011107267, 9888219118, 9971614063

E: [events@wwepcindia](mailto:events@wwepcindia)

W: [indiafashionandlifestyleshow/](http://indiafashionandlifestyleshow/)

**For Visa, Travel & Accommodation Assistance:**

+91-11-41866612, 9899701979, 9540009397

E: [contact@signaturevacationsindia.com](mailto:contact@signaturevacationsindia.com)

**follow us:**      @ [wwepcindia](https://www.wwepcindia.com)  [www.wwepcindia.com](http://www.wwepcindia.com)

Enquiries: M: +91 - 7011107267 E: [events@wwepcindia.com](mailto:events@wwepcindia.com) W: [indiafashionandlifestyleshow/](http://indiafashionandlifestyleshow/)