

Another day of Business Program of Mercedes-Benz Fashion Week Russia continued as the Russian Festival of National Arts and Crafts - Russian Art Heritage.

Second day of the festival Russian Art Heritage, proceeding in frames of Mercedes-Benz Fashion Week Russia, started with the special excursion to the exhibition of national arts and crafts arranged for participants of the meeting. Natalia Kozlova, fashion historian, told about the specifics of applying traditional decorative crafts in fashion and interior design.

The next on the agenda was the official **Meeting to Work out Systematic Approaches to Strategic Development of the Field of National Arts and Crafts in partnership with Women's Council of the Ministry of Industry and Trade of the Russian Federation**. Members of the Women's Council of the Ministry of Industry and Trade of the RF, Deputy Minister of Industry and Trade Gulnaz Kadyrova, CEOs of production factories and investors from different regions of Russia took part in the discussion. Board's Chairman of the Association of National Arts and Crafts of Russia, Gennady Drozhzhin, underlined the importance of developing sale channels for craft products abroad. He also raised an issue of including national crafts into school educational program. Deputy Minister of the Committee on Support and Development of Small Business in Nizhegorodskaya region pointed out the significant growth of tourist traffic in Semenov, Gorodets, Pavlovo and other locations of traditional places of habitation, told about the launched brand-session and regional program on supporting local arts and crafts. Project Director of the furniture group of companies Katyusha, Valery Mitronin, presented the project of the tourist cluster Crystal Town in Dyatkovo (Bryansk region). Entrepreneur Anton Georgiev told about the large campaign devoted to re-establishing Novgorod Factory Krestetskaya Strochka, preserving the unique technique and partnership with the well-known designers. General Director of OOO Orenburg Shawl, Oleg Grempe, spoke out with the proposal of controlling counterfeit products which among others included: shut-down of Internet stores and limited access of producers of fake and low quality products to fairs and exhibitions, optimization of litigation over copyright breachers. President of the Association of Art Industry Market Participants, Irina Egorova, spoke about licensing – registration of the developments of national arts and crafts as brands, thus, controlling the copying process and counterfeit products. She also approved the work with educational institutions as the step to creating consumer demand for the products in the future. In a nutshell, participants agreed on establishing a coordination council on strategic development of the field, venues for exhibitions and sales, a separate meeting with Exposition Centre, and drafting legal acts on licensing and support of the initiatives in the regions.

At the **presentation St Petersburg - the Centre of Fashion Industry and Consumer Goods Industry** Elgiz Kachaev, Chairman of the Committee on Development of Entrepreneurship and Consumer Market in St Petersburg, told the audience about the program of developing the industry. Over two thousand designers live and work in St Petersburg, while the interest in new names is still growing. Their work helps in supporting production facilities, therefore assistance in education issues, building up



communication between designers and producers as well as increasing brands' awareness are all critical issues.

Lecture Magic of Russian Style from the fashion historian Natalia Kozlova logically continued her previous lecture about the History of Russian Arts and Crafts. Contemporary Vision. Natalia shared with the audience how the original Russian elements penetrated into fashion, she devoted an entire book - *Magic of Russian Style* - to this research.

The following workshops were opened at the festival: painting on wood; Khokhloma painting, artistic lace making. Deputy Minister of Industry and Trade Gulnaz Kadyrova took part in the workshop Painting on Wood and painted Russian matrioshka doll.

Additional Information:

Agency Artefact

E-mail: pressa@artefact.ru

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Official hashtag of the event - **#MBFWRussia**.

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