

I have been co-operating with Fashion Consulting Group (FCG), Moscow, ever since IGEDO Company, organizers of Collection Premiere Moscow (CPM) started to host and produce RUSSIAN FASHION RETAIL FORUM (RFRF) in February 2008. It was very advantageous for me to meet Anna Lebsak-Kleimans, PhD, CEO of FCG, together with her founding partner, Anoush Gasparian, PhD, Commercial Director of FCG, and to discuss format, structure and content of RFRF together with its intended direction to address specific target groups of audience of this first Russian conference on fashion retail and its different categories of retail channels, from offline wholesale towards independent retailers and boutiques, via franchise, space management formats to online retail. FCG was extremely open and supportive to invest brains, time and project management into RFRF. We invented and formulated the lead theme for the bi-annual conferences, discussed and defined the seminar-programs, following each of the RFRF EXECUTIVE CONFERENCES, a key format of RFRF which serves as general assembly for the fashion community, visiting CPM.

A tremendous asset for me was and is FCG's broad knowledge of executives, managers and experts who participate in the event as speakers or moderators of panel discussions. FCG's special expertise lies in own field research, addressing changes in consumer behavior, analysis of the seasonal quantitative development of turnovers and retail price development as well as in the company's high level capacity to describe, explain and illustrate best practice in various areas of fashion retail management, from seasonal trend briefing, assortment and budget planning, via visual merchandising and shop window decoration to education and practical training of employees and sales staff, apart from lecturing on other fashion related management skills.

This is the occasion to convey my own and IGEDO's gratitude, and most sincere thanks to FCG for having acted extremely successful as reliable partner and co-organizer of RFRF.

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