



MODE LINGERIE AND SWIM MOSCOW

30 31 AUG.
01 02 SEPT. 2017
Expocentre Fairgrounds Moscow



EUROVET

CONFIRMED SUCCESS FOR THE 6TH SESSION OF MODE LINGERIE AND SWIM MOSCOW



With an extra aisle in the floorplan, a dedicated catwalk show, new conferences and many new international brands, young designers area and increased men's underwear sector, the 6th session of the show closed on a confirmed success.

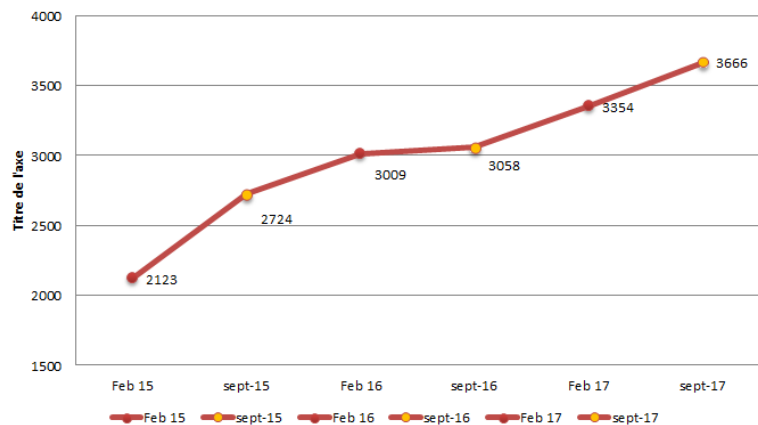
Visitors' attendance on the first day was outstanding, and exhibitors could not stop working for a minute. Mood was high and business was there. The 2nd day was also extremely well attended. 1st of September being back to school day, attendance lightly slackened but remained good.

+20% VISITORS AT THE TRADE SHOW

Top 10 of the cities

- 1 Moscow
- 2 Saint-Petersburg
- 3 Ekaterinburg
- 4 Novossibirsk
- 5 Ivanovo
- 6 Kirov
- 7 Krasnodar
- 8 Saratov
- 9 Ufa
- 10 Vladivostok

DEDUPLICATED TOTAL VISITORS



EXHIBITORS

« We come back after a long absence. The show has a definite improvement, it definitely met our expectations. We will be looking forward to expansion and coming back next year with more brands »
- Ksenia Arshinova , CEO , American Beauty - Exhibitor

« It's our first time, the show was very good, with high quality clients. Some clients from the Paris show came here to confirm their order, so this is very valuable. Russia was missing products like ours, we like to see that there is a very good potential.

Agnes Gerlach, Sales Representative, Escora – Sexy exclusive lingerie brand - Exhibitor

« I'm very happy about the show; it's beyond my expectations, with numerous people on my booth. I will definitely keep on coming to the show »

Irina Averbach – Roda Soleil – Young designer - Exhibitor

VISITORS

« Thank for the professionalism, we really appreciated the seminars, the fashion shows and networking with visitors from other regions. We discovered new partners and made new business contacts, the atmosphere of the trade show is great ». - Irina Tchernega – Lingerie shop – Krasnodar – Visitor

EDUCATION PROGRAM

Bra Fitting conference was presented by Katarzyna Salata, from Polish company Dobra Kreacja. Several morpho types were compared, with the fitting of 5 different brands. A « real life » situation for a shop owner. Visitors showed great interest in this new approach.



LINGERIE IS MY BUSINESS : this welcome program for shop owners allows them to meet from all regions in Russia, and share their ideas and the latest news of their region : they could meet during the VIP cocktail at the show, VIP dinner at Smartwine Moscow, Fashion Night at Miks, or during coffee breaks in their VIP lounge.



Last, Alessa Zudilovskaya, famous actress, and 4 other celebrities walked the show and selected their favorite outfits among the brands.

Next Trade show:

19 to 22 February 2018 – Expocenter – www.cpm-moscow.com