



COLLECTION PREMIÈRE MOSCOW

+++ Upswing for CPM +++

After four well attended days the 28th edition of **CPM – Collection Première Moscow** came to a successful close yesterday. A total of 22.600 visitors from the entire Eastern European region travelled to Moscow's Expocentre making for busy aisles, good business and new contacts. The mood in the halls was very positive demonstrating that the Russian market has gathered strength and is on course for growth. From 20 to 23 February 2017 over 1,000 brands from 25 countries used **CPM** to showcase their collections for Autumn/Winter 2017/18.

"I have been coming here right from the first edition of CPM but I have never had so much positive feedback. Not only is the rouble running again we have been overrun by masses of visitors. The aisles and stands were full of buyers and we were busy from morning to evening," says Christian Kasch, Project Director of CPM, who went on to say: "It makes me happy to see so many satisfied faces again. CPM Moscow is and remains the No. 1 orders show that we have all worked so hard towards."

The trade show was opened by Russian politician, publicist and radio and TV host Irina Hakamada who also co-owns the designer brand "Irina Chakamada". The opening ceremony was followed by a catwalk show providing an overview of all segments at **CPM**. Featuring 18 shows the catwalk show programme attracted numerous visitors to the Catwalk Area. In addition to the collections on the runway the supporting programme also included a line-up of seminars which was particularly well attended this time. Buyers were able to gather information over the two days as part of the RFRF (Russian Fashion Retail Forum).

The trade show line-up was as varied as usual: ladies, men's and children's fashion, lingerie, leather and fur clothing as well as evening wear, leisure wear and accessories. Receiving special attention was the newly created "Handmade in Russia" segment. The third edition of this creative segment also indicates further growth at the coming **CPM** in September. At the coming edition it will not just be Russian designers who are given the opportunity to participate here but also creatives from throughout the world will have the chance to be a part of the "Handmade" segment. Orders were also avidly placed in the CPM Premium, Mode Lingerie & Swim Moscow as well as the CPM Accessories segments and a positive mood prevailed among exhibitors and visitors alike. Also attracting particular attention were the CPM kids premium brands.

The next edition of **CPM – Collection Première Moscow** will be held at Moscow's Expocentre from 30 August to 2 September 2017. National and international manufacturers will showcase their collections here for the 2017/18 Autumn/Winter season.

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