



CPM Moscow

International Fashion Trade Show Moscow

‘EAST meets WEST’ for almost 15 years!

Successful conclusion of the 29th edition with steady visitor numbers, even more brands and new strategic steps

The 29th edition of CPM Moscow, from 30 August until 2 September 2017 at the Expocentre Fairgrounds, is coming to a successful close with highly encouraging figures: around 22,900 professional buyers (an increase of 7.42% compared to the previous year) from over 50 countries visited the platform in Moscow, which was also attended by 1,300 brands (an increase of 31% compared to the previous year) and 700 exhibitors from 27 countries, all showcased on a gross area of 45,000 m².

Due to its location, CPM Moscow has represented “EAST meets WEST” for almost 15 years now: “Russia is not only an extraordinary market, but also an extraordinary country. As the leading order trade show for the Eastern European market, CPM Moscow is an extraordinarily diverse pulsating tradeshow that is constantly being further developed. And it all takes place in an extremely fascinating metropolis, which, in terms of its presence and development, is in no way inferior to any other global hotspots,” sums up Thomas Stenzel, Managing Director of the Messe Düsseldorf GmbH subsidiary in Moscow. “So we’re all the more delighted that as of 1 October 2017 we will be completely taking over the tradeshow from Igedo Company Düsseldorf, who will continue to act as co-organiser of the event.”

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Philipp Kronen, Managing Partner of Igedo Company Düsseldorf, who established the tradeshow in 2003, says: “The 30th edition of CPM Moscow is coming up soon. In our fast-paced online age full of upheaval and massive global changes, this certainly isn’t something we take for granted. So it’s all the more important that we continue ensuring the success of the fashion business with great continuity, as well as successfully bringing together people, cultures and markets in the future.”

As a firm foundation for successful business and sustainable brand launches, fully developed structures and a solid programme are what have made CPM Moscow, with the segments Premium, Lingerie & Swimwear Fashion, Accessories and Kids, such an exciting, pulsating platform for European, Far Eastern and of course Russian exhibitors for almost 15 years now.

“As well as the recovering market, we mainly have our continuously developing, varied exhibitor services to thank for the encouragingly good results of the 29th edition. This is what makes CPM such an exciting and buzzing tradeshow platform. The ‘country pavillions’, for Germany, Italy, Spain, France and Turkey, for example, offer exhibitors interesting opportunities and make taking part even more appealing,” summarises Christian Kasch, Project Manager of CPM. “There is a lot of support at CPM Moscow for Western European and Far Eastern exhibitors in particular. But of course our focus, also with regard to our visitor marketing, is very much on the market.”

Established, professional and extremely topical industry forums also contributed to the increasing numbers at the 29th edition: professional buyers enjoyed substantiated, trendsetting presentations, forums and panels of an international standard as part of the high-profile ‘RFRF – RUSSIAN FASHION RETAIL FORUM’.

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“The RUSSIAN FASHION RETAIL FORUM not only attracts opinion leaders from the Russian market, but is also relevant for every decision-maker in the fashion business whose aim is successful expansion. It informs about developments regarding clothing exports to Russia and gives insights into the current situation of the Russian clothing market,” adds Reinhard E. Doepfer, Chairman of the EUROPEAN FASHION AND TEXTILE EXPORT COUNCIL and a key driving force behind the RFRF.

And worldwide leading fashion forecaster WGSN provides the ultimate trend overview. “The WGSN Buyers’ Briefing offers a fully comprehensive trend overview. WGSN is particularly important for the professional visitors as they also showcase brands with an international presence, which provides additional support for our Western European and Far Eastern exhibitors,” summarises Alexander Radermacher, Fashion Director of Igedo Company. “WGSN also compiles a comprehensive trend report of interesting brands at CPM. This is advertised on the WGSN website, giving selected exhibitors a presence on the world’s most important platform for trends.”

Other successful elements of the 29th edition include the Top Buyer Lounge, the fashion show line-up of over 40 shows, the BURDA Fashion Contest and the Designer Pool. A particular visitor magnet, especially for international brands and their representatives, is also the CPM Fashion Night with celebrity representatives from Russian TV, Eastern European social media stars (some of whom have more than 600k followers), influencers, the media and VIPs. The 29th edition was sponsored by Japanese cosmetics brand Lebel and room fragrances from 3 Senses, further enhancing the lifestyle factor of the leading Eastern European event. Already indispensable: the new mobile app, an information and contact tool that helps you successfully navigate your way around the tradeshow and search for exhibitors, as well as make table reservations for the evening via the LeClick service.

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Exhibitor Testimonials

RIANI, Martina Buckenmeier, CEO

From our booth, we met many interesting contacts, new customers, and affiliates from the greater Moscow area. During the trade fair, we were able to close deals with bloggers and celebrities, a fact which will greatly support our retailers at the point of sale. Russia is an enormous country with equally enormous potential. We can't wait for the 30th CPM this year!

BEATRICE B., Paulo Mason, Owner

We've loyally taken part in the CPM for years. Extremely well organized, the specialized trade fair helped us build a compact, client network and proved to be an indispensable tool for our business.

CINZIA ROCCA, Sergey Soukhovskiy, Distributor

For us, the CPM is THE place to meet our existing customers and find plenty of new ones in the process. We believe in the Russian market and will definitely be a part of the CPM in the future!

LUISA CERANO, Marina Dawydowa, Export Manager East Export LLC

We were completely satisfied with the trade fair and its organization. We were able to achieve good results, win new customers, and gain quality, new contacts. That said, we would still prefer it if the length of the event were shortened to three days.

ALBERTO, Waldemar Mesler, CEO Mesler Fashion LLC

As CEO of the ALBERTO agency, I am very satisfied with the trade fair and its organization. I can happily report that I gained 40 % more assets at this year's CPM.

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SOVAKIDS, Olga Scherbakova, Designer

The amount of kids attending the CPM Kids “Designer Pool” aid program provided a great opportunity for me to present my collection. During the trade fair, I was visited by many purchasers who I hope will turn into deeper business relationships.

LAPLANDIA, Natalya Zholobova, Purchasing Manager

Our brand has been represented on the Russian market for over 20 years. We have an excellent team of Russian designers and are developing a high-end collection for everyday life in the big city. For our brand LAPLANDIA, the CPM trade fair is a wonderful opportunity to introduce our new collection, to exchange ideas with our purchasers, to define the key trends of the new season, to research the current demands and, of course, to sign new contracts. Through the trade fair, our team was able to reach all our goals: we strengthened customer trust in our brand and raised interest in our collection. From my point of view, the CPM trade fair was an enormous success for LAPLANDIA. There is no question that we will present our upcoming Fall/Winter collection at the next CPM trade fair.

Purchaser Testimonials

PERFECT STYLE, Novosibirsk

Why is it so necessary to visit CPM? - We want to be kept up-to-date with the latest events in the global fashion industry.

Why is the exhibition so important for you? - It's important to find new brands, but it's quite difficult physically to visit all showrooms. At CPM they are gathered all at one place.

What brands do you purchase? - Versace, Missoni, Roccobarocco, Blumarine, Cerruti 1881, Verri, Daniela Drei, Versace Collection, Versus Versace, Trussardi Jeans, Tru Trussardi, Di Leoni, Lanacaprina, Nenette, Just Cavalli and others.

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TATYANA ORGAN STYLE & CHARM, Tatyana Organ

Thank you so much! You are all total professionals with everything completely under control! As always, this year's trade fair was a complete success for us and we were able to collect a ton of information from the really well-organized and useful seminars. I discovered brands for men like BARKLAND, as well as brands for women like ROMANTIC, VILLAGE, and PRIZ (Новосибирск). We were also interested in Italian brands, but learned that the production is complicated and expensive due to high customs and transport costs. The trade fair is very interesting, professionally organized, and everything was done at a really high level. Again, many thanks to all of you! We would love to take part at the next event!

OL & ANN, Oleg Maximov

We would like to thank you from the bottom of our hearts for the invitation to your series of seminars. With your selection of topics, you totally hit the mark, and the lecturers' handling of the industry's most pressing subjects was engaging, particularly regarding the diverse and nuanced Russian customs laws as well as the state support for Russian manufacturers. I especially liked the technical seminars relating to online shops and their expansion. Additionally, we had the possibility to meet the lecturer personally and to exchange ideas, crucial for building up one's professional network. For all of this, we just wanted to say thank you again and to assure you that we will definitely take part in future retail workshops.

BOUTIQUES NADINE & FLAMINGO, Nadeshda Fillipova, Novosibirsk

Many, many thanks to all the trade fair organizers! Everything ran smoothly and, most importantly, we were able to win several contracts. Thanks for contributing to the development of our business.

SWEET WOMEN & FASHION AND STYLE, Tatyana Morozova, Nizhny Novgorod

Thanks to the trade fair organizers, we had the opportunity to get to know the new season trends in a really comfortable and cool atmosphere. Everything went perfectly.

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Upcoming dates of CPM Moscow

CPM Moscow, 19 – 22 February 2018

All activities of the IGEDO Company:

www.igedo.com

Information about CPM Moscow:

www.cpm-moscow.com

FOLLOW CPM MOSCOW



Moscow/Düsseldorf, 5 September 2017

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