



COLLECTION PREMIÈRE MOSCOW

+++ Highlights

In two weeks' time doors will open again for **CPM – Collection Première Moscow**. It has been a long time since the halls were filled with as many exciting brands and collections as for this coming edition, which will be held at the Expocentre from 20 to 23 February 2017. For foreign brands the rouble exchange rate points to good exports and therefore all signs are pointing to successful order business at the forthcoming event. Finally, winter actually lived up to its name. This was also felt in the industry. The consumption figures for winter apparel were up and warehouses are available again for fresh merchandise. At the 28th edition of **CPM** in excess of 1000 brands from 24 countries will exhibit their latest collections for Autumn/Winter 2017/18.

In all halls a positive mood can be felt and seen showing that companies believe in the Russian market again and also want to invest in it. "There are so many factors like the rouble exchange rate, the interest taken by new companies but also the return of old customers that evidence that the Russian market is recovering. Now visitors have to place good orders to ensure we are again headed in the completely right direction," says Christian Kasch, Project Director **CPM** Moscow. "Returners" include Apanage, Steilmann, Isabel de Pedro and Cecilia de Rafael, to name but a few. New exhibitors registering include the following companies: CHRIST and RÖCKEL (Germany), EL INTERNATIONALE (France), DARIO BELTRÁN (Spain), CHRISPER, MAXIN and FUEGUINA (Greece), CARIDEI, GIANGI-NAPOLI, LABORATORI ITALIANI and RUBINO LEATHER FACTORY (Italy), SWANK, NOVAYA and YAROSLAVNA (Russia) as well as ICHI and B.YOUNG (Denmark). The area "Handmade in Russia" has more than doubled in size for its second edition and sparkles with many creative and handmade collections in Hall 8.2.

The programme of side events comprises numerous catwalk shows as well as the 2-day RFRF Seminar. This season the slots available for the catwalk were booked up as quickly as ever. Designer runway shows like Elisa Cavaletti, Xenia Design and Caterina Leman are just some of the highlights in Hall 8.3 at the Expocentre. There will also be a premiere by a company called "Binergy" at **CPM**. "Binergy" produces leisure and workwear with lighting and heating systems and will stage its collection on the catwalk at the opening show on the first day of the trade fair. The seminar programme will be packed with interesting lectures revolving around business and fashion. A very special intervention will be the trend lecture delivered by WGSN, the official trend partner of **CPM**. Trend expert Kim Mannino will introduce the tendencies for Autumn/Winter 2017/18 on two days. NRW.Invest will also organise a seminar on Düsseldorf as a fashion destination. The line-up of seminars will again fill the seminar rooms with talks by RFRF (the Russian Fashion Retail Forum) and its partners Fashion Consulting Group and Profashion.

The next **CPM – Collection Première Moscow** will be held at the Expocentre premises in Moscow from 20 to 23 February 2017. National and international manufacturers will be showcasing their collections here for the 2017/18 Autumn/Winter season.

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Contact:

Igedo Company GmbH & Co. KG, Emanuel-Leutze-Str. 8, 40547 Düsseldorf

Press Manager

Verena Lichter

t + 49.211.4396.397

E-mail: lichter@igedo.com

cpm-moscow.com

cpm-moscow.ru