



CPM – COLLECTION PREMIÈRE MOSCOW
20. – 23. February 2017

STATEMENTS



André Baum, CEO, C.E.d.E.R. GmbH

CPM participation is more important than ever, a 30% increase in turnover across all brands over the previous season was unexpected given the current unfavourable conditions in Russia. The basis for this success is the trust placed by our partners in our work and collections, the close relationships, the enlisting of new customers and, obviously, an unprecedented team effort. It is our view that especially in the current climate we must reinforce and develop the trade show location of Moscow. Our special thanks here go to Messe Düsseldorf for their perfect organisation.



Bernd Staudt, Director Sales Eastern Europe & middle East, F.D. Fashion Design GmbH (LAGERFELD)

"We already been taking part in CPM, Moscow as an exhibitor for many seasons now. The CPM is an important trade show for us to meet our existing clients and start new co-operations. We take the opportunity to place orders with our clients who do not have the chance to order in our showrooms in Dusseldorf or Moscow."



George Gatos, Sales Manager, AXEL ACCESSOIRES SA

"We are more than satisfied with CPM Moscow. With each participation at the trade show we have managed to develop our brand further. Here we are really perceived as a brand and we always recruit new accounts. We can do anything but recommend this trade show."



Stephane Tchektchekian, President EVA KAYAN

"The real feeling that is obvious after these three days in CPM, is that the optimism is back in Russian textile market! Since a long time I haven't seen so many buyers in CPM. Of course, everything is not so "Rose" as we say in France, as many shops have closed. The situation of the middle class is still fragile and Rubble, still too high even though it is nothing to compare with last year.

But the market conditions are more or less the same as we find in many other western countries Russia for sure is a potential market for brands like EVA KAYAN...and CPM is the " passage oblige". The place to be...

My warm regards to you, all of your team and my warm thanks for your great professionalism!"



Artak Apresjan, Country Sales Manager, CIS Countries Eastern Europe (Bugatti)

"In summary, a high visitor frequency of new as well as existing customers can be found during the exhibition days.

There are many new requests for bugatti in the Moscow area and the regions. The brand has established itself as a lifestyle brand in the CIS countries, with its full range."



Tatiana Tarasova, owner of the Italian Fashion Group

"We take part in the CPM exhibition now for over 8 years. We are traditionally presenting an exclusive collection of two Italian companies: Valery and Christies. The main aim of our participation is to expand the sales market, to search for business partners, to determine the most popular models for our target audience of the premium to premium+ segment. Our team worked all exhibition days and tried their best to put the goals and tasks into practice. To my mind, this year there has been a significant improvement on the visual component of the exhibition: it has become much more attractive with regard to the presentation of brands to visitors. We sincerely hope that our participation in the autumn CPM edition will be even more efficient and productive."



Alexandr Nikulin, CEO «tribuna»

"To participate in the CPM trade fair is an image issue for our company, which we treat with great attention as to where we present our fashion collections or what tools and technology we use here. The concept itself plays an important part at the heart of our business. In my opinion, the CPM exhibition platform provides all the necessary conditions to achieve perfect results on the lingerie market."



Polina Mesheryakova, brand designer, «First in Space»

"Regarding the last exhibition, the inflow of new customers has increased two or even three times. We have expected that our participation would be successful, but not to this extent. We would like to emphasize the high attendance in particular. In September 2016, there was a decline of visitor numbers, as it seemed to us. Today however a significant growth of the number of buyers can be observed on the CPM trade fair. We are grateful to the exhibition organizers for the opportunity to present our brand at the CPM. In the future, we plan to increase our exhibition space and to enrich our booth with some demonstration equipment."



Giulio Picone, Brand Manager, Gangi Napoli - Affinito SRL

"CPM is a really good exhibition and is the right place to meet customers and distributors for the Russian market.

The organization, the location and the assortment of brands are perfect.

We think this is the only opportunity to have the right point of view on the Russian market."



Javier Saez, Export Manager Exclusivas Olca, Cecilia de Rafael

"We are really happy. We came to the fair after some editions without participating and I can say that we are really glad. The best edition of all I was here in Moscow"



Omar Alshakhshir, Export Manager, Promise (Mode Lingerie & Swim Moscow)

"After some years without participating at Mode Lingerie & Swim Moscow we decided to come back and I am quite impressed of all the buyers that came at the first and second day of fair. It was a good idea to return"



Miguel Rodriguez, ICEX Moscow

"It is the first time in many years here at CPM with Modaespaña pavilion that I can say that the Spanish brands were really busy at the first and second day of the fair. All of them are happy and there were a

lot of buyers at CPM this time. Spanish brands were placing orders with their customers and they got new contacts, so the feedback is really positive from all of the Spanish brands”



Carla Korn, Geschäftsführerin Unique selected GmbH

Generally for us the fashion trade show in Moscow is a very important event as the Russian customers here have a unique opportunity to see the most important European and Russian fashion brands laid out in a concentrated and coherent form at one trade show, to communicate with suppliers and, at the same time, also place their orders. This time the trade show was a real highlight and we sensed the positive spirit of optimism amongst our Russian customers and were able to win over many new accounts. We were particularly delighted that the Russian customers showed such a great interest in our modern collection UNQ made of natural fibres as well as in our current Bulmer jacket collection that is posting sensational sales figures in stores with all customers.

The return of the Steilmann and Apanage brands was also welcomed by all our customers because these collections enjoy a good reputation among Russian end consumers and simply also belong on the Russian market.

CPM is for us one of the most important international fashion shows.