



30th edition of CPM Moscow

Growth: rising exhibitor numbers, extended areas

- **NEW:** Extension of the Russian space into hall 7.2
- **NEW:** French country pavilion hosted by the Fédération Française du Prêt à Porter Féminin
- 'Made in Germany': Largest collective participation
- 'Made in Italy': Italian companies are investing heavily in the Russian market
- Special projects: Designerpool, My Country and **NEW:** StartUp Russia
- 20th edition of the 'RUSSIAN FASHION RETAIL FORUM' (RFRF) with participation, among others, by Ernst & Young
- Trend overview by WGSN
- CPM Accessories & Shoes as a new, extended format in hall 2.3
- MOSFUR, tradeshow for fur and leather, makes its debut at CPM in hall 2.5
- MODE LINGERIE AND SWIM taking place at the same time in hall 2.4
- Fashion shows and Designerpool with newcomers

For the 30th anniversary edition of CPM-Collection Premiere Moscow from 19 until 22 February 2018, the organisers OOO 'Messe Düsseldorf Moscow' and 'Igedo Company' from Düsseldorf have reported a *significant area increase in the country pavilions*: the total exhibition space of the Turkey area has increased from 1,874 to 2,280 m². And in comparison to last season, the Germany hall has grown by 200 m².

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The exhibition space of manufacturers from Russia, the Eurasian Economic Union (EAEU) and neighbouring countries has been extended by 700 m² and their booths will now also be located in the new hall 7.2.

Thanks to the possibilities of the Expocentre fair grounds, new halls for new exhibition spaces and themed areas can be added as exhibitor numbers increase, paving the way for further local and global developments at CPM: the new CPM Accessories & Shoes segment is in hall 2.3 and MOSFUR, another tradeshow within the tradeshow for fur and leather fashions, can be found in hall 2.5.

Fifteen years are a significant and important milestone for such a complex tradeshow format like CPM. **CPM's Project Manager International, Christian Kasch, had the following to say:**

"The upcoming CPM is also set for continued growth. After the difficult years on the Russian market, which CPM successfully defied, this is doubly pleasing. Even long before the official registration deadline for international exhibitors, we were able to report a significant rise in the number of requests and the number of exhibitors in the Germany and Turkey country pavilions. This is continuing on from previous successes. For the newly created 'CPM Accessories & Shoes' area in particular, the demand was particularly high. We didn't originally plan to install a separate area for shoes and accessories. But we thought better after seeing the huge interest and decided to dedicate a whole hall to them."

The growth of CPM is also reflecting a positive development on the Russian fashion market: according to a study carried out by the Fashion Consulting Group, more and more international brands from the mid-range and premium price segments are coming to Russia. In the first half of 2017, 28 international brands opened their first stores in Russia. Around half of them are from the fashion segment. Most of the brands come from Italy.

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CPM's Russian Project Manager Nikolay Yarzew is even expecting record numbers of Russian exhibitors:

“For the 30th anniversary edition we are anticipating a significant growth in exhibitor numbers. And due to the extended exhibition space with new halls and themed areas, we are also expecting a further noticeable increase in the number of professional visitors. Business development and expansion are once again buzzwords for Russia. For the upcoming season we would even go so far as to predict record numbers of Russian participants.”

BRANDS

“CPM is the number one tradeshow for the Russian market and is regarded here as the ultimate order platform. We are committed to ensuring that a wide range of top-class brands and collections relevant to this market are not only present, but also have a noticeable growth in their presence. For Russia, CPM is an ideal platform for the fashion business in terms of communication, imports, exports and trends. And for anyone who does business in Russia's fashion sector, CPM is a must. It plays a crucial role in the success of the Russian clothing market!”

Thomas Stenzel, Managing Director OOO Messe Düsseldorf Moscow

At the February 2018 edition of CPM, 750 exhibitors with around 1,350 international brands from a total of 27 countries will be presenting their new autumn/winter collections for 2018/19. These include global players, brands and premium labels like *Camel Active, Digel, Mustang* and *Juvia* from Germany, *Pennyblack, Liviana Conti, Geox, Beatrice B., Florence Mode* and *Gualtiero* from Italy, *Maison Lener, Mat de Misaine, Mes Demoiselles, Dehry* and *Mado* from France, *La Stampa, La Vaca Loca* and *Fueguina* from Greece and manufacturers from Turkey like *Bisa Giyim* with the brand *Bisa*, *Cuno Tekstil* with the brand *Climber by Cuno*, *Celik Makas*

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with *Formenti*, Ercem Tekstil with *Giovane Gentile* and Kelebek Tekstil with *Perspective*. And the list of international exhibitors outside of the country pavilions includes *Artpoint* from Austria, *Maxtonso Cashmere* from Switzerland, *Supertrash* from the Netherlands, *Irina Schrotter* from Romania, *Artefakt* from Japan and *P and V* from Poland.

COUNTRY PAVILIONS

The pavilions, which are promoted by the corresponding countries, show a representative selection of ladies' and menswear collections from Germany, Italy, Spain, France, Turkey and Russia. The largest collective comes from Germany: 'Made in Germany' is the biggest country pavilion at CPM with an increasing growth rate.

'Made in Italy': E.M.I. ENTE MODA ITALIA will be presenting more than 140 Italian collections at the next CPM. Marisa Pizziolo, Marketing and Operating Manager of the association, has high hopes for the next edition:

"The macro-economic indicators are very promising: this is confirmed by the Italian Trade Agency with the custom figures for Italian exports to Russia, which recorded double digit growth from January to October 2017 (+29.9% in terms of economic value). The Italian companies are feeling very confident and are once again investing heavily in the Russian market as they are increasingly convinced of its importance for their sales and for 'Made in Italy' products as a whole. The Russian buyers are very fond of Italian fashion. They appreciate the quality and the design. For this reason, Russia continues to lead the ranking of our country's key reference markets and monitoring a commercial platform like CPM is truly strategic for our businesses."

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Patricia Brafman, International Director of the new host of the French country pavilion, the Fédération Française du Prêt à Porter Féminin, spoke about how important it is for French fashion to show a strong presence at CPM:

“Russia and France are still very attractive to one another, both culturally and creatively, as well as from a human point of view. Our two countries share a long history and know each other very well. So it’s not surprising that French fashion is highly valued by Russian consumers. In the last 15 years, CPM, as the first fashion fair of the former CIS states, has managed to establish numerous French fashion brands on the Russian market. As a result of the successful, regular presence at CPM, reliable and professional partnerships have developed, which have continued to evolve beyond financial crises.”

With a creative booth, Turkey is flying the flag as a fashion country at CPM – with resounding success: the Turkish space has been extended to 2,280 m². Sabri Sami Yilmaz, Board Member of the Turkish ITKIB association, explained the key role of CPM as a business channel for the market in Russia:

“The retail sector is developing rapidly in Russia. It is estimated that annual average growth rate is 10-15% since 2000. As far as the developments in retailing are concerned, the trend is spreading towards big cities outside of Moscow. Turkish ready-to-wear exports to Russia are worth 500 million US dollars, while total textile exports are about one billion US dollars. This data shows that Turkey is Russia’s third biggest importer of ready-to-wear and the second biggest importer of textile products. In recent years, Russia has attracted attention as the country in which Turkish brands have opened the most stores. More than 30 Turkish brands have more than 700 stores in Russia. 75% of the stores in Russia are garment brands. The fashion fairs in Moscow play the most important role in gaining a good share from the ready-to-wear market in Russia’s capital. As one of the most effective channels for this market, CPM Moscow has a key role in the Moscow garment market. It is organised by OOO ‘Messe Düsseldorf Moscow’ and ‘Igedo Company’, one of the world’s leading organisers of prestigious fashion fairs. Within this context, we value and appreciate both the relevance of the CPM and

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our perfect partnership with the organisers. Both factors are key to building trade relationships and the successful participation of Turkey in the fair.”

20th EDITION OF THE RFRF – RUSSIAN FASHION RETAIL FORUM

The RFRF was introduced in February 2008 as a congress event to accompany the fair with a conference, panel discussions and seminars that offer insights into the cooperation between brand-name manufacturers and factories, the optimisation of shop fittings, management, motivation of retail staff and goods purchasing. High-profile organisational support will be provided by the Fashion Consulting Group and PROfashion Media Holding between 20 and 21 February 2018: in addition to WGSN, experts from Smart Estate Moscow, Trigon Select, the Higher School of Economics and many other companies like Ernst & Young and trade associations like the European Fashion and Textile Export Council (EFTEC) are providing orientation in their corresponding areas of expertise. In between the placing of orders, new fresh insights, expert analyses, lectures and presentations on new trends will be professionally informing visitors.

NEW SUPPORT PROGRAMME

Small, aspiring fashion brands are shaping the development of the Russian fashion market. But taking part in trade fairs poses a particular challenge for these young designers. In order to support newcomers right at the start of their careers, the new StartUp Russia support programme will be launched at the upcoming CPM in February.

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AN UPDATE OF ESTABLISHED TRADESHOW AREAS

CPM Designerpool, Handmade and MyCountry: these tradeshow areas serve as support programmes for young Russian talents and are continuously being further developed. As part of the Designerpool project, brands like *Kogel* (Asya Kogel and Nadya Orlova), *Ija Yots*, *Masha Varlamova* and *Notmysize* (Leon Kraifish) will be showcasing their collections at the upcoming CPM. Awarding the best creations by young designers, the finale of the annual PROfashion Masters competition also traditionally takes place during CPM.

SHOW LINE-UP

Live fashion shows like CPM Selected and the designer shows by *Xenia Design* and *Beatrice.B.* are providing fresh inspiration for the new ordering season. Presentations of creative work by aspiring young talents will be presented in the Designerpool show, as well as in the cooperation with the Art Future design school from St. Petersburg. Awaiting visitors on the first evening of the tradeshow is the Grand Defilée Lingerie & Swim show.

E-SERVICES

The latest information about CPM Collection Premiere Moscow can be easily accessed via smartphone. Additional e-services include a regular e-mail newsletter, the CPM app and the tradeshow's own Instagram and Facebook accounts.

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DATES

19 – 22 February 2018

4 – 7 September 2018

25 – 28 February 2019

3 – 6 September 2019

Expocentre Fairgrounds in Moscow

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