



30th edition of CPM Moscow

15 years of success on the Russian fashion market

The 30th CPM Moscow was a resounding success: around 750 exhibitors with around 1,350 international brands from a total of 30 countries presented their new autumn/winter 2018/19 collections at the Expocentre in Moscow. The number one order platform for the fashion business in Russia and Eastern Europe was visited by over 25,000 professional buyers from Russia, the Eurasian Economic Union (EAEU) and Europe.

“This edition of CPM once again shows the importance of face-to-face meetings for the solid cooperation between exhibitors and buyers on this market. Even the icy-cold temperatures outside the tradeshow halls couldn’t keep the visitors away. This was also confirmed by the increased number of professional visitors compared to the February 2017 edition. And the feedback from Germany, Italy, Turkey and Russia is unanimously positive. CPM exhibitors are investing in the future and the Russian market. The German contingent, for example, came up with a new, fresh booth concept for their pavilion! From the perspective of OOO ‘Messe Düsseldorf Moscow’, we are very happy that this close-knit national and international cooperation is continuing to bear fruits. Compelling topics like online trade, import issues and of course also new trends fascinated attendees of the fully booked expert forums by WGSN and the RFRF-Russian Fashion Retail Forum. To mark the 30th edition of CPM, the new Italian ambassador Pasquale Terracciano awarded prizes to top buyers for 15 years of cooperation. CPM is the number one address for fashion in Russia: Russia loves fashion,” summed up **Thomas Stenzel, Managing Director of OOO ‘Messe Düsseldorf Moscow’**.



“The first CPM under the general management of OOO Messe Düsseldorf Moscow in cooperation with Igedo Company has impressively shown all market participants that, even after the strategic decision to transfer the ownership of CPM to OOO ‘Messe Düsseldorf Moscow’, the success story is unstoppable. Together, all partners will make intensive use of the experience gained during this edition and take the next steps towards ensuring continued success in September 2018. Everyone is already looking forward to it,” concluded **Philipp Kronen, Managing Partner of Igedo Company in Düsseldorf.**

In the words of **Christian Kasch, CPM’s Project Director International and Member of the Board:** “This event has shown how successful the cooperation between Igedo Company and OOO ‘Messe Düsseldorf Moscow’ is and will continue to remain, also in the new constellation. We are particularly delighted about the increased fashion aspect thanks to the presence of international shoe and accessories brands at CPM, which has led to the establishment of the new ‘CPM Accessories & Shoes’ segment with international brands like *Melissa, Jana Shoes* and *Tamaris*. This new area, which from now on will be located in hall 2.3, offers excellent opportunities for growth.

Country pavilions

The largest country pavilion at CPM came from Germany. In comparison to last season, the ‘Made in Germany’ area grew by 200 m². More than 100 exhibitors, including *Camel Active, Digel, Mustang* and *Juvia* showcased their collections there. The total exhibition space of the Turkey pavilion increased from 1,874 to 2,280 m². The Turkish ITKIB association showed around 80 brands such as *Bisa, Climber by Cuno, Formenti, Giovane Gentile* and *Perspective*. More than 140 Italian collections and brands such as *Beatrice B., Florence Mode, Geox, Gualtiero, Liviana Conti* and *Pennyblack* were showcased by the Italian ‘E.M.I. Ente Moda Italia’ association.



The French country pavilion, now hosted by the 'Fédération Française du Prêt à Porter Féminin', hosted around 30 exhibitors including *Dehry*, *Mado*, *Maison Lener*, *Mat de Misaine* and *Mes Demoiselles*. And the list of international exhibitors outside of the country pavilions also included *Artpoint* from Austria, *Maxtonso Cashmere* from Switzerland, *Supertrash* from the Netherlands, *Irina Schrotter* from Romania, *Artefakt* from Japan, *P and V* from Poland and *Fueguina*, *La Stampa* and *La Vaca Loca* from Greece.

But there is also growing momentum among the Russian exhibitors, according to **Nikolay Yarzew, the Russian CPM Project Director**: "This 30th anniversary edition of CPM reported a record number of not only Russian exhibitors, but also Russian visitors. We are delighted that many long-standing exhibitors and also newcomers chose to showcase their new autumn/winter 2018/19 collections at CPM. Especially the participants of new segments and projects like StartUp Russia, My Country and 'CPM Accessories & Shoes'. The exhibition space of manufacturers from Russia, the Eurasian Economic Union (EAEU) and their neighbouring countries was extended by 700 m² and their booths were also located in the new hall 7.2. CPM is, without a doubt, the biggest and most important fashion and business event for Russia and Eastern Europe. We have already been taking advance reservations for the September 2018 edition."

Kids

As a response to the requests from many exhibitors, the kids' segment has been restructured: it is now possible to show children's collections at one stand together with womenswear and menswear, as well as within the separate country pavilions. The brands included *Blue Seven*, *Cherie*, *Il Trenino*, *Melissa*, *Missouri*, *Naturino*, *Please Kid* and *Zecchino D'Oro*. The majority of children's collections came from Italy. They were presented in their own kids' area in the "Made in Italy" hall 2.1.



StartUp Russia & Designerpool

Participation in the new start-up project StartUp Russia enabled the newcomers involved to make their first national and international business contacts: young talents were promoted and given access to an international industry platform. This was also confirmed by the designers of the newcomer project 'CPM Designerpool', which is already well underway. The new designs by Asya Kogel, Ija Yots and Nadya Orlova from Sankt Petersburg, Masha Varlamova from Ekaterinburg and Leon Kraifish from Moscow were presented at CPM booths as well as in a fashion show. Alena Akhmadullina, one of the most famous and sought-after Russian designers and special guest at the CPM grand opening party, passed this stage of her career a long time ago. She has already shown her collections internationally at Fashion Weeks and showrooms in Milan and Paris. She will be debuting her brand *Akhmadullina Dreams* in the Premium area at this September's edition of CPM.

Side events

The 20th edition of the RFRF-Russian Fashion Retail Forum addressed the latest market research on the Russian market. Over 20 experts took part in the panel discussions organised by the Fashion Consulting Group and PROfashion Consulting. Another crowd-puller in the line-up of accompanying events was the autumn/winter 2018/19 trend prognosis by WGSN. And for the third time in a row, the mobile CPM app provided a very practical service: it made it easy for visitors to find specific CPM exhibitors and directly arrange appointments at their booths. The latest news and live insights from the CPM shows were conveyed on Instagram. Another highlight of the fair was dedicated to the Japanese cherry blossom ('sakura'), with a special evening event by Japanese hair cosmetics supplier LebeL entitled 'LebeL – Hanami Celebration Fashion & Beauty' including a catwalk show.



AXEL ACCESSORIES SA, George Gatos, Sales Manager

The tradeshow managed to meet our general needs once again. The standard of visitors was higher than ever. CPM is the number one fashion fair in Russia!

JOUTSEN FINLAND OY, Erkki Junonen, Managing Partner

With more visitors and an increase in the orders placed this year, the fair was much better for us than last time!

KHUJO / DESTREZZED, Sergey Churinga, Director

Effective, friendly, pre-selected and modern: CPM Moscow is the best platform for doing business in Eastern Europe. Keep up the great organization work!

OLYMP, Steffen Wilpert, Export Manager

Even if the mood in Russian retail is still somewhat strained, it's important that the tradeshow is seeing further growth and being very well received by the visitors.

SADLERS & SADLERS LTD, Maite Ligot, Wholesale Account Manager

We are very glad to have seen much more visitors at our booth than we did in the past four seasons. And they were also more professional and from higher quality boutiques.



DATES

19 – 22 February 2018

4 – 7 September 2018

25 – 28 February 2019

3 – 6 September 2019

Expocentre Fairgrounds Moscow

E-SERVICES

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Düsseldorf, 26 February 2018