



31st CPM Moscow Preview

- **BRAND-NEW: 'CPM Body & Beach'**
- **France: Extension of the 'Fashion in France' area**
- **Italy: Focus on kidswear with 'Italian kids' fashion meets Russia'**
- **Also NEW: CPM Kids' Corner**
- **Germany: Open forum on Düsseldorf as a fashion destination**

"The preparations for the upcoming CPM are already in full swing. This also includes the prior implementation of strategic PR and marketing activities to keep visitors informed about the number one order platform for the fashion business in Russia and Eastern Europe. From 4 – 7 September 2018, the who's who of the fashion business from these countries will be gathering at the Expocentre trade fair grounds in Moscow once again. The last edition attracted around 750 exhibitors showcasing approx. 1,350 international brands from a total of 30 countries, as well as over 25,000 professional buyers from Russia, the Eurasian Economic Union (EEU) and Europe. And we expect all figures to continue increasing."

Thomas Stenzel, Managing Director, OOO 'Messe Düsseldorf Moscow'

The 30th anniversary edition of CPM took place in March 2018 with record figures. The Russian market has regained momentum, which is also clearly reflected in the relevance and appeal of the top order platform for the fashion business in Russia and Eastern Europe.



RELAUNCH: CPM BODY & BEACH

Under its own name once again: From the 31st edition onwards, the highly-sought after area for lingerie and swimwear will be presented by CPM itself – with the CPM BODY & BEACH segment. This will be further developed under its own flag in order to make the experience even more efficient for exhibitors and professional visitors. Manufacturers from Germany, Italy, France, Russia and many other countries will be attending the upcoming CPM, including *Mey, Raffaella D'Angelo, Valery* and *Ysabel Mora, Zimmerli*.

A new approach for France: Extension of the 'Fashion in France' area

The concept of 'Mode in France' is being completely revised for the next edition and, with immediate notice, can now be found together with the French premium brands in hall 8.2 with a new booth construction concept. Labels to watch out for: *Bleu Blanc Rouge, Devernois, Fuego/Fuegolito, Lauren Vidal, Pause Café*.

Italian childrenswear 'Italian kids' fashion meets Russia'

EMI (Ente Moda Italia) and ICE (the Italian Trade Agency) are putting the spotlight on Italian childrenswear at the upcoming edition of CPM. Under the name 'Italian kids' fashion meets Russia', noteworthy Italian kidswear brands will be exhibiting in the 'Made in Italy' hall 2.1. Around 20 brands will be on show, including *Baldini, Cherie Love, Florens Shoes, Moschino Baby Kid Teen* and *W6YZ*.

CPM Kids

In addition to this, a compact selection of international kidswear brands will be showcased in the newly created 'CPM Kids' Corner' in hall 2.3. Attending for the first time is Polish kids' brand *Zombie Dash*.



Germany: Introducing fashion destination Düsseldorf

To introduce Russian companies to Düsseldorf as a fashion location, the Lord Mayor of the City of Düsseldorf, Thomas Geisel, among others, will be attending the opening ceremony of the 31st edition of CPM. There will also be an open forum on Düsseldorf as a fashion location in cooperation with NRW.INVEST and OOO 'Messe Düsseldorf Moscow', where Fashion Net Düsseldorf, Düsseldorf Tourismus, the AMD Academy Düsseldorf and other leading companies from the Düsseldorf fashion business will all be represented.

Coming soon

Information about projects like Designerpool, Handmade, Startup Russia and CPM MyCountry will be following soon, in addition to further details about the trend overview, the WGSN Buyers' Briefing, the topics of the Russian Fashion Retail Forum (RFRF) and news about the fashion shows. The same applies to the updated list of exhibitors from the various Western European countries.

Düsseldorf, 19 June 2018

Upcoming dates of CPM Moscow - Expocentre Fairgrounds Moscow

04 – 07 September 2018

25 – 28 February 2019

03 – 06 September 2019

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