



31st edition of CPM Moscow

EU exports to Russia are booming

- **Number of CPM Moscow exhibitors increasing by ten to fifteen percent**
- **EU clothing exports to Russia increased by three percent in first quarter with total delivery value of 614 million euros**
- **Clothing exports from the EU to Russia set to further increase over the course of this year with an expected total annual turnover of approx. 2.5 billion euros**
- **Equally positive developments at CPM**

CPM Moscow is continuing to grow: the number of exhibitors has increased by between ten and fifteen percent – and continues to rise. The number-one tradeshow platform for the fashion business in Russia brings together market participants in the import and export sector and keeps visitors informed about the latest fashion trends and industry developments. From **4 until 7 September 2018**, the fashion and retail industries will be getting together to take orders at the Expocentre exhibition grounds in Moscow.

As the figures of the **EFTEC – European Fashion and Textile Export Council** prove, EU clothing exports to Russia increased by three percent in the first quarter, thereby reaching a delivery value of 614 million euros. With a plus of four percent, Italy continues to be the main export country, followed by Germany with an export increase of nine percent and France with a growth of four percent.



“Russia is once again a market with huge potential! Clothing exports from the EU to Russia are expected to further increase over the course of this year and will likely reach a total annual turnover of approx. 2.5 billion euros. In line with these positive market developments, CPM is also growing and continuing to reinforce its first-rate position for the future,” sums up **Thomas Stenzel, Managing Director of OOO ‘Messe Düsseldorf Moscow’**.

As well as numerous international brands from the **Premium, Kids, Accessories & Shoes, Body & Beach** and **Eveningwear** segments, also awaiting the buyers over the three days of the show is a varied **line-up of accompanying events** tailored to their needs. The RFRF – Russian Fashion Retail Forum teaches insider knowledge about the Russian fashion market. Trend agencies such as WGSN from London and Fashion Snoops from New York will also be providing an insight into the latest trends and tendencies, along with the numerous designer shows, multi-label fashion shows and trend zones.

CPM’s Russian Project Director Nikolay Yarzew adds: *“From one edition of CPM to the next, we have noticed a significant increase in the number of exhibitor bookings, especially from Russian brands. The growth rates range between ten and fifteen percent – and are continuing to rise. Within this context, our plan is to continue further developing the segments and CPM halls like Accessories & Shoes, Body & Beach and StartUp Russia, not only as a logical next step, but also as a timely response to the challenges of today’s market. Before the 31st edition of CPM, we are planning on launching and implementing several new projects aimed at new target groups of the trade fair audience.*

The largest share of brands comes from **Germany** with names including *Bugatti, Brax, Daniel Hechter, Digel, Lebek & Friends, Olymp, Otto Kern, Redpoint, Roy Robson, Seidensticker* and *Via Appia*.



Italy will be showcasing brands like *Beatrice.B, Dvroma, Elisa Cavaletti, Ferrante, Geox, Gualtiero, Jijil, Liviana Conti, Maestrami, Malagrida, Oblique, Pennyblack, Persona by Marina Rinaldi, She's so* and *Tricot Chic*. The list of new exhibitors includes: *Collirossi, Gi'n'Gi, Gisella M., Havana & Co., Julian Keen, Pamela, Pianurastudio Roma* and *Volpato*. Collections by *Aron, Climber, Dosso Dossi, Fimka, Gemko* and *Perspective* will be presented at the booths in **Turkey's** country pavilion. And at their joint booth, designers from **Indonesia**, including Itang Yunasz, Warnatasku, Huraira Leather Bags and Rumah Tenun, will be presenting individually made one-off pieces with lots of attention to detail.

The concept of **France's** country pavilion has been completely revised in cooperation with French association Fédération Française du Prêt à Porter Féminin. Visitors interested in French fashions will find a significant and long-awaited extension of the 'Made in France' area in hall 8.2. All French companies from the high-end sector will be able to present themselves here together with a stylish, consistent and even more appealing booth concept. A centrally positioned bar will be ensuring the necessary amount of French savoir-vivre! And in the new daily fashion show 'Mode in France', the spotlight will also be on French brands.

CPM Premium, the heart of CPM and home to the avantgarde, will be presenting the following labels to watch out for: *Ivan Grundahl* from Denmark, *Sarah Pacini* from Ireland, *Two in a Gondola* and *La Vaca Loca* from Greece, *Miin* from Turkey, *Xenia Design* from Croatia and *Fishfash* from Russia.

Under the title '**Italian Kids' Fashion meets Russia**', the two co-organisers, agency EMI (Ente Moda Italia) and the ICE (Italian Trade Agency), have prepared a special kidswear presentation for the 'Made in Italy' area in hall 2.1. The participating kidswear brands include *Baldinini, Blumarine Shoes, Cherie, Cherie Love, Falcotto, Florens Shoes, Miss-Baby, Missouri, Moschino Baby Kid Teen, Naturino, Walkid* and *W6YZ*.



In the CPM Kids' Corner in hall 2.3, brands like new exhibitor *Zombie Dash* and Russian brands *Dan&Dani* and *Melissa* will be on show.

"We are delighted that we have once again managed to attract so many new international brands to exhibit at the upcoming CPM in Moscow. That means that visitors who come to the Expocentre exhibition grounds at the beginning of September will be able to discover wonderful collections by brands from a variety of different countries. And there will also be brands on show that are presenting their collections to the professional Russian audience for the very first time. One thing's for sure: visitors to the next CPM in Moscow have a lot to look forward to," added **Christian Kasch, CPM's Project Director International.**

Like every season, organiser OOO 'Messe Düsseldorf Moscow' has once again prepared a three-day programme of accompanying events for all CPM visitors. Admission to the events is free of charge. Designers and buyers will be briefed on the new spring/summer 2019 ordering season at the **Trend Sessions** hosted by the two leading trend agencies WGSN from London and Fashion Snoops from New York.

Due to increasing visitor numbers, the **RFRF – Russian Fashion Retail Forum** is taking place in hall 7.2. It is traditionally hosted by the Fashion Consulting Group and co-organiser PROfashion Consulting.

The topic of the 21st edition of the professional forum is **'Fashiontech – New Environment, New Challenges for Design, Retail & Services'**. Special projects and themed tradeshow areas like **'Designerpool'**, **'Handmade'**, **'StartUp Russia'** and **'Accessories & Shoes'** are also continuing to develop according to plan. And as part of the **'CPM my Country'** initiative, at the upcoming edition of CPM three designers from Novosibirsk will be presenting collections selected by local fashion industry representatives and CPM management.



Daily catwalk shows will provide an insight into the variety of new trends and collections on show at CPM. Highlights include the 'CPM Opening' and 'CPM Selected' shows, as well as the joint fashion shows from the 'Mode in France' and 'Indonesia – Ready to Wear' areas. The Designerpool presentations and the work by students from the Art Future Design School in St. Petersburg are also worth seeing. This will be rounded off by the regular trend shows of the 'CPM Body & Beach Fashion Showcase' with the new lingerie and beach fashions, as well as the 'Grand Defile Body & Beach powered by Lingerie Magazine'.

With her 'Forever' collection, Darja Paschkowa is the winner of the '**Admiralty Needle**' professional competition for young designers, the final of which was held in St. Petersburg. Another CPM premiere for the new season will be the joint presentation of streetwear brands from Russia.

This time, the guest of honour at the official opening ceremony of the 31st CPM on the first day of the tradeshow will be the **Lord Mayor of the City of Düsseldorf, Thomas Geisel**. The CPM opening will be the headliner of the '**Modemetropole Düsseldorf**' (**Fashion Metropolis Düsseldorf**) business forum in hall 7.2. at the Expocentre exhibition grounds. This industry event to promote the Russian-German cooperation is organised by the economic development agency **NRW.INVEST** in collaboration with **OOO 'Messe Düsseldorf Moscow'** with the aim of drawing attention to the relevance of Düsseldorf as a fashion location and boosting sales in Europe. **Igedo Company, Fashion Net Düsseldorf, Düsseldorf Tourismus, the AMD Academy Düsseldorf** and other leading companies from the fashion industry have already confirmed their participation. Awaiting the participants of the forum are panel discussions and presentations. Afterwards, the professional audience will have the opportunity to ask questions.

CPM is bringing the industry together! As well as the CPM app, regular newsletters and its own Instagram, Facebook and VK accounts, visitors can also make use of the free 'CPM Wanted' tool. This gives exhibitors the chance to present their brand to potential distributors, agencies



and partners. With this service, Igedo Company is supporting exhibiting companies in finding Russian business partners.

<http://cpm-moscow.com/brandbox/agency-wanted>

Düsseldorf, 30 July 2018

Upcoming dates of CPM Moscow at Expocentre

4-7 September 2018

25-28 February 2019

3-6 September 2019

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