



Opening of 32nd CPM Moscow

- **Growth on the Russian market for brands from Europe**
- **High demand for spaces; increasing relevance of trade visitors**
- **Accompanying line-up of events incl. Trendview by WGSN and seminar on modest fashion**
- **Relocation of catwalk area with impressive show line-up**
- **New CPM Body & Beach Fabrics area**

The market declines of the last five years have been turned around since 2018: there is once again a demand for European fashion in Russia. Exports of clothing from Germany were particularly strong, with 16 percent growth in the first nine months of last year, the highest rate of increase among the 28 EU countries.

As a result, the German distribution value increased to 384 million euros. The values were highest in the ladies' outerwear segment, with a 20% increase to 184 million euros, followed by underwear and swimwear with a plus of 19% to 37 million euros, which is of extremely high importance for the general international development of the stand-alone CPM Body & Beach segment in hall 2.4, which has its own seminar area. Exports of men's outerwear increased by 14% to 172 million euros. At the upcoming 32nd edition of CPM, taking place from 25-28 February 2019 at the Expocentre exhibition grounds in the heart of the Russian capital, brands like *Brax*, *Comma*, *Gardeur*, *Jacques Britt*, *Ladyset*, *Lerros*, *Mode Monte Carlo*, *Olymp*, *Otto Kern*, *Pierre Cardin* and *Unique Selected* etc. will be flying the flag in the 'Made in Germany' pavilion on an area of more than 4,000 m² with around 100 exhibitors in total.



With exports to Russia totalling around 678 million euros, fashion nation Italy remains the frontrunner. Their share of the European Union's total exports to Russia is 45 percent. A total of around 130 Italian womenswear, menswear, kidswear and accessories collections will be represented at the upcoming CPM, including *Antonella, Florence Mode, Gualtiero, Havana & Co., Pennyblack, Tricot Chic* and kidswear by brands like *Florens Shoes, Miss-Baby Blumarine Shoes, Naturino* and *Zecchino D'Oro*. And a lot of new and interesting brands like *Alessandro Gherardi, Amina Rubinacci, Byblos, Cristinaeffe Milano, Lafty Lie, Pomandere* and *Restelli* will also be presented in the 'Fashion from Italy' pavilion. Plus: *Angelo Nardelli, Manuela Conti, Rossi Futuring* and *Signorie Venete* will be returning once again to show their collections.

With an export total of 251 million euros, Spain comes in at third place with a plus of 3%. Spanish brands exhibiting at CPM include *Anna Mora/Brunella, Bijoux Indiscrets, Escorpion, Gisela, Gretty Zueger, Massana, Promise S.A., Punto Blanco* and *Ysabel Mora*.

Compared to the previous year, France was able to increase its clothing exports by 12% to 84 million euros. After extending and revising the concept of the 'Mode in France' area in hall 8.2., CPM is presenting premium brands together with the Fédération Française du Prêt à Porter. In addition to new French brands like *Grace & Mila, Naf Naf, and Odemai*, represented once again are brands like *Mat de Misaine, Leo Guy, Fuego, Fuegolito, Rhum Raisin* and well-known returning exhibitor *Derhy*.

With an increase of 9% to just under 20.5 billion euros, Finland is the leader in the export of Scandinavian brands to Russia. Finnish companies Flare Trading with the brands *Flare Collection* and *Dixie Coat* as well as *Joutsen Finland* with premium, Scandinavian-style down coats have also registered to exhibit at CPM Moscow.



“Fortunately, the development of clothing exports from the 28 member states of the European Union to Russia have once again grown by 4% to an impressive 1.84 billion euros. This positive growth trend of above-average export success shows just how much market potential the Russian fashion trade has for European brands, which can once again boost their standing – also at CPM – in a very targeted way.”

Thomas Stenzel, Managing Director, OOO Messe Düsseldorf Moscow

This also applies to the growth from Poland: the Polish textile industry can look back on a long tradition. Germany, for example, is one of the most important markets for Polish designers: especially shooting star Dawid Tomaszewski. Berlin is one of the epicentres for Polish designer fashion, and increasingly also Moscow. This is why more and more Polish brands are entering the Russian fashion market. The fashion-savvy country is strongly represented at the upcoming edition of CPM with an exhibitor increase of more than 100 percent and around 30 brands including *Julitta*, *Pretty One*, *P&V* and *Sunwear*. New additions include *Alwero – The Wool Factory*, mum & kid collections by *Barbaras* and *Cool Mama*, hats by *Kobene* and *Solbi*, eveningwear by *Devu*, excellent trouser brand *Sempre*, *Huzior* with stylish premium womenswear and bridal collections by *Diamentia*, *Jola Moda* and *Sposa*.

Source of market figures: EFTEC / C.I.T.H. / EUROSTAT



“CPM is constantly responding to all market changes with growth and development and, at the same time, demonstrating stability to all players in the fashion industry in Russia and abroad. In February, an even wider range of exhibitors from Russia and the Customs Union awaits the visitors who use CPM as the most important platform for their business. The increased number of special projects also reflects the growing market demands on exhibitors and professional buyers. And the same applies to the growing exhibition areas representing the geographical expansion of exhibitors from new regions.”

Nikolay Yarzew, CPM’s Russian Project Director

SEMINARS

Tradeshow organiser OOO Messe Düsseldorf Moscow and co-organiser Igedo Company are reporting a correspondingly high demand for exhibition spaces, particularly from manufacturers from Europe. “As a leading tradeshow, CPM is a must-attend event for the professional buyers from Russia and the Eurasian Economic Union,” says **Christian Kasch, CPM’s Project Director International and Member of the Board**. “For the upcoming CPM as the biggest and most important fashion fair for this region with the world’s largest surface area, we have therefore once again lined up a number of industry get-togethers and round tables with representatives from the international fashion industry.”

During the CPM seminar line-up, where producers, designers, distribution experts and buyers will be coming together, experts and keynote speakers will once again be providing market-relevant facts.

The 22nd edition of the **Russian Fashion Retail Forum – RFRF** will be starting on the second day of the tradeshow with the trend lecture by WGSN from London, the global market



leader in trend forecasting. At the focus of the RFRF's subject-specific business programme is also the topic of "Customer orientation and personalisation as key trends of the Russian fashion market in 2019". Additional seminars and conferences will be providing further insights into key themes like the export and import of fabrics and components by companies like the Schneider Group, Trigon Select and Best Logistics.

Also on the agenda are panel discussions, for example by the Russian Association of Participants of the Fashion Industry (RAFI) and a talk about the new 'modest fashion' trend, which will be shedding light on this exciting market from different perspectives.

There will also be a training session for sales employees, which has been developed by the Fashion Consulting Group in the style of a business game, not to mention numerous presentations that will give insights into the Russian fashion market on topics like effective e-mail marketing, omni-channel in the fashion industry and its influence on the product range, store management under the aspect of reinforcing a company's own DNA and trends like mass customisation.

NEWS

New in hall 2.3: In addition to the expert seminars and panels, visitors can also look forward to a diversified fashion show line-up presenting a selection of the most varied collections. Creative fashion shows like the **CPM Opening** at the beginning of the tradeshow, the **CPM Selected**, mono-label catwalk shows by designers and '**Mode in France**' will be showcasing selected brands from different segments and countries under the direction of Igedo Fashion Director Alexander Radermacher. Japanese brand *LebeL* will be responsible for the styling.

One of the audience highlights is the '**Grand Défilé**' featuring internationally renowned body & beachwear brands and traditionally organised in cooperation with Lingerie magazine.



The **ArtFuture Design School** from St. Petersburg will be showcasing the work of promising young designers and the **Designerpool** fashion show, which will be taking place several times. Rounding off the mentoring programmes is the finale of the **PRO FASHION Masters** competition, which will conclude the tradeshow.

Within **CPM Premium**, **CPM Body & Beach**, **CPM Accessories & Shoes**, **CPM Handmade** and the **CPM Kids' Corner**, a large bandwidth of the latest autumn/winter 2019/20 collections will be shown, ranging from men's and womenswear as well as kidswear, lingerie and beach fashions and shoes, bags and accessories. A total of around 1,370 collections from around 31 countries are expected.

The **CPM Body & Beach Fabrics** area is being relaunched and will be showcasing a wide offer of accessories, haberdashery and accessories for the production of fashionable underwear, swimwear and homeware, as well as services from textile design developers and e-commerce operators for the lingerie segment.

Düsseldorf, 15 January 2019

Upcoming dates of CPM Moscow at the Expocentre exhibition grounds

25-28 February 2019

3-6 September 2019

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