



33rd edition of CPM Moscow Preview

- **All 15 exhibition halls at full capacity**
- **Huge demand for 'CPM Premium'**
- **Premiere of 'CPM Shop & Retail Solutions'**
- **'CPM Body & Beach' extending its offer with 'CPM Body & Beach Fabrics'**
- **Fully booked accompanying line-up incl. 'Russian Fashion Retail Forum' (RFRF) and multi-brand catwalk shows**
- **Cooperation with 'World Fashion Channel'**
- **Further development of special projects Designerpool, Handmade, StartUp Russia, Modest Fashion and CPM MyCountry**

"Russia remains a strong international trade partner. All 15 halls of Moscow's Expocentre exhibition grounds are booked to full capacity for the 33rd CPM. A powerful reflection of the positive dynamics of an import-driven clothing market that is currently making significant headway once again."

Thomas Stenzel,
Managing Director, OOO Messe Düsseldorf Moscow



Market data

According to analyses by the RUSSIAN FASHION RETAIL FORUMS (RFRF), in the spring/summer 2019 season clothing imports from the European Union increased by 8 percent to a shipment value of 2.4 billion euros. Retail sales of 4.0 trillion Russian roubles are predicted and therefore a growth of 1.7 percent in the current year of 2019, figures that correspond to the Central Bank of Russia's prognosis regarding the growth of the GDP from 1.7 to 2.0%. A total of 85% imported clothing makes up the Russian clothing market.

33rd CPM – Collection Premiere Moscow

This market data is also being reflected by the developments at CPM: in less than 100 days, the 33rd edition of CPM will be opening its doors from 3-6 September 2019 at the Expocentre exhibition grounds in Moscow and showcasing collections for the spring/summer 2020 season. For the coming season, all 15 exhibition halls, as well as two foyer levels, will be occupied. Exhibitors from Germany, Italy, France and Turkey will be as strongly represented as ever. 'Made in Germany' will be showcasing new brands including *Brühl*, *Carl Gross*, *Marc Aurel*, *Hans Schäfer*, *Manakas* and *van Laack*. Around 30% of the exhibition space will be taken up by Russian manufacturers. The biggest and most important ordering platform for the Russian and Eastern European fashion business is also offering an extended programme of events.

“Internationally active brands are more successful. Customs regulations, import and logistics have, of course, not made doing business in Russia and Eastern Europe any easier. But once again we are seeing that Russia and the CPM are worth visiting. After all, only those who maintain a presence in these markets will also achieve success here in the long term.”

Christian Kasch,

Project Director International and Member of the Board



CPM PREMIUM

With over 120 brands from the upper-middle and premium segment from Germany, France, Italy, Greece and other countries, the premium segment is still seeing an increased demand from buyers.

CPM Shop & Retail Solutions

BRAND-NEW for specialists, manufacturers, retailers and service agencies, who, for example, manage online shops and retail chains digitally and are looking for the latest IT solutions, products and services for retail range management including merchandising:

“In September 2019 we are presenting ‘CPM Shop & Retail Solutions’, an urgently needed response to the development on the Russian fashion market, as well as the high demand from tradeshow visitors and exhibitors. Such topics also need to be covered at CPM, which sees itself as a platform for all interests and requirements of the Russian market.”

Nikolay Yarzew,
Project Director Russia/CIS

CPM Body & Beach

With its own line-up of specialist talks, seminars, workshops and stage presentations, ‘CPM Body & Beach’ represents the most important, strongest, stand-alone segment of CPM.



In the upcoming season, there will be much more of a focus on lingerie with 'CPM Body & Beach Fabrics' featuring new products in terms of fabrics, haberdashery, accessories and print technologies. Both can be found in Halls 2.4 and 2.5, the home of 140 international brands from 25 countries in total: the tradeshow's ideal infrastructure is conducive not only to networking but also privacy in the Lounge area. Appointments at the event can be arranged using the CPM app (2Meet Service). The 'CPM Body & Beach Talks' event line-up includes various talks and presentations by the Fashion Consulting Group, Carlin Creative Trend Bureau, VMC Retail and the renowned trade publication *Lingerie*.

For spring/summer 2020, manufacturers from Spain, France, Germany, Turkey, Greece and Colombia in particular will be flying the flag and presenting their latest looks on the 'CPM Body & Beach Catwalk'. Spain will be represented by brands such as *Admas*, *Disney*, *Santoro* and *Ysabel Mora*. Exhibitors from Germany include *Bugatti*, *Ceceba*, *Götzburg*, *MEY*, *Rosch Fashion* and *Tom Tailor Underwear*. The Caterina Group, which represents over 30 brands from France, Italy, Spain and Germany on the Russian market, is presenting the latest styles from *DKNY*, *Passionata*, *Stella McCartney* and others.

"On the fiercely competitive niche market for lingerie, beachwear and homewear, it all comes down to dynamic growth rates – particularly with regard to trade fair participation. We are particularly thrilled that manufacturers from all over the world are coming to us and placing more and more orders. The continuous increase in the number of professional buyers from the lingerie retail trade, whose loyalty and trust are our utmost priority, is making a significant contribution to this."

Nikolay Yarzew,
Project Director Russia/CIS



Accompanying line-up

The full line-up of accompanying events will be communicated in the CPM opening press release at the end of July 2019. Already confirmed are the highlights for 'CPM Body & Beach', which will be starting on the first day of the tradeshow with the **Grand Defile**. This is traditionally organised by *Lingerie Magazine*, one of the most influential Russian publications about lingerie and the lingerie business. At the upcoming edition of CPM, the magazine will be celebrating its 15-year anniversary and inviting its most important business partners, customers and friends to celebrate. Also in September 2019: the seasonal **NEW FACES** competition for young lingerie designers by *Intimoda Magazine*. The finalists will showcase their best collections on the stage in Hall 2.5 and at a booth sponsored by CPM at 'CPM Body & Beach' in February 2020.

The **Russian Fashion Retail Forum** (RFRF) by the Fashion Consulting Group and the PROfashion Consulting agency, which is relevant to all CPM visitors, will once again be taking place in Hall 7.2.

Another highlight is the cooperation with **World Fashion Channel**, the international TV channel for fashion and lifestyle, in the form of a 'New Model Show' project. After participating in multiple qualifying rounds, a host of Russian models selected by CPM Fashion Director Alexander Radermacher will have the opportunity to take part in the stage programme, the official opening ceremony and multi-brand catwalk shows such as CPM Selected, Mode in France and CPM Designerpool. The novices will begin their careers on the catwalk live on **World Fashion Channel** and in front of the audience of tradeshow visitors.



Special CPM projects

Designerpool, Handmade, StartUp Russia and Modest Fashion are welcoming the professional visitors with new exhibitors. In September 2019, several young designers from Krasnoyarsk will be presented in 'CPM My Country' and at the collective stands organised with the support of regional business organisations, new collections will be showcased by selected brands from Moscow, Yekaterinburg, Ivanovo, Kaluga, Nizhny Novgorod, Ulyanovsk, Vologda, Irkutsk, Kirov, Krasnodar, Pensa, Karachay-Cherkessia and Bishkek (Kyrgyzstan).

The next CPM – Collection Premiere Moscow is taking place from 3-6 September 2019 at the ZWK Expocentre exhibition grounds in Moscow.

Düsseldorf, 2 July 2019

Upcoming dates of CPM Moscow

3-6 September 2019
24-27 February 2020
1-4 September 2020

FIND OUT MORE...

www.cpm-moscow.ru

www.cpm-moscow.com

Follow us on



ROLAND HOFFMANN PR // Consulting GmbH

Kaiserswerther Straße 115, 40474 Düsseldorf, Tel. +49 211 585876-80, Fax +49 211 585876-87, E-mail info@rh-pr.de, www.rh-pr.de,
https://instagram.com/roland_hoffmann_pr