



## 33<sup>rd</sup> CPM Moscow Opening

- **CPM Body & Beach extended by another hall**
- **Around 7,500 m<sup>2</sup> allocated to collective participation from abroad**
- **23<sup>rd</sup> RFRF: Digital transformation in Russian fashion retail**
- **Global trend forecast by WGSN**
- **CPM Shop & Retail Solutions**
- **'New Model Show' in cooperation with World Fashion Channel**
- **CPM Start-Up programme offering even more support with exports**

The 33<sup>rd</sup> edition of CPM – Collection Premiere Moscow, Eastern Europe's biggest order platform for clothing and fashion, will be starting on 3 September 2019 at the Expocentre exhibition grounds in Moscow. Over the four days of the fair, approx. 750 exhibitors from around 30 countries will be presenting around 1,300 collections, accompanied by international expert discussions, forecasts and presentations, such as on the topic of the digitalisation of the fashion retail sector for spring/summer 2020.

*“Although there has been slight economic growth, the new regulations regarding goods labelling and private income remain challenges, but CPM is showing the full line-up with strong Russian and international brands. In the fashion cosmos, Russia remains an innovative, core part of every sales strategy,”*

says **Thomas Stenzel**, Managing Director OOO Messe Düsseldorf Moscow.

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## CPM Body & Beach

One of the most important segments of the fashion fair in Moscow is **CPM Body & Beach** with lingerie, homewear, beachwear and accessories by brands from all over the world including *Cecebawie*, *Massana* or *VFB Lingerie*. In September, this area will be growing in size to two halls with around 150 brands from 25 countries and welcoming around 4,000 professional visitors. *Panage* from England, *Sapph* from the Netherlands, *Doro di Lauro* from Germany and *Aznar Innova* from Spain are just some of the new exhibitors. Along with Hall 2.4 with the 'CPM Body & Beach VIP Lounge', it will now also be represented in Hall 2.5 with the 'CPM Body & Beach Catwalk'. In addition to the daily shows for lingerie and beachwear, the 'CPM Body & Beach Seminar Area', there will also be playing host to talks, presentations and workshops by global and local market experts. On the last day of the fair, the winners of the New Faces competition will be presented by Russian lingerie magazine *Intimoda* from the Intima Mediagroup. A trend zone will be rounding things off. **CPM Body & Beach Fabrics** with the fabrics, lace, accessories, haberdashery etc. used to produce underwear, swimwear, homewear and sportswear was launched in February 2019 with names like *Company Limited*, *Hing Man (Lee's)*, *Maglificio Alto Milanese S.R.L.* or *Tessitura Colombo Antonio S.R.L.*

## News from the country pavilions

Joint international booths can be found in the Halls Forum, 2.1, 2.2 and 8.2 on a total area of around 7,500 m<sup>2</sup>.

### Made in Germany

Showcased in the largest country pavilion with around 80 exhibitors on a net area of approx. 3,250 m<sup>2</sup> in the Forum Hall are well-known German players and premium brands such as *Brax*, *Comma*, *Lebek & Friends*, *Leithäuser*, *Marc Aurel*, *Olymp*, *Unique Selected* and *van Laack*. They see CPM, the most important trade fair platform for these markets, as a must-attend event.



## **Made in Italy**

At the next edition, EMI, Ente Moda Italia, will be presenting more than 100 Italian collections by approx. 84 exhibitors, ranging from ladies' and menswear to kidswear, beachwear and accessories.

*“Italian fashion, which is extremely sought-after in Russia, can be found in Halls 2.1 and 2.5 on a net exhibition area of around 2,000 m<sup>2</sup>. The same applies to clothing from Germany, Turkey and France, to name the most important and strongest import countries. We work with strong associations in the individual countries, which make it easier for the brands from Western Europe to exhibit at CPM in Moscow. The Italian brands exhibiting this time include names like Antonio Barbuto, Cantarelli, Giangi Napoli, Baldinini, Hanita, Kontatto, Miss Miss by Valentina, Valiervenetia and Vicolo,”*

says **Christian Kasch**, Project Director International and Member of the Board.

*AFG 1972, Dvroma, Elisa Cavaletti, Jijil, Oblique Creations, Piero Moretti, Shade, Tricot Chic and Vizio have also confirmed that they will be exhibiting. And kidswear brands like Cherie, Florens, Missouri and Voile Blanche are also represented. Italian brands like Iconique and Menghi are participating in ‘CPM Body & Beach’.*

## **Made in Turkey**

The Turkish collective booth with around 65 exhibitors on a net exhibition area of approx. 1,800 m<sup>2</sup> is confident and design-oriented. Brands exhibiting there include *Bisa, Bottega, Climber, Fimka, Gemko and Shaky.*



## Mode in France

With more than 20 exhibitors on a net area of 440 m<sup>2</sup>, professional buyers will find contemporary French names like *Aigle*, *Eva Kayan*, *Kokomarina*, *Lauren Vidal*, *Leo Guy*, *Oakwood*, *Rene Derhy* and *Rhum Raisin*. The 'Mode in France' show is also presenting French collections on the catwalk in Hall 2.3.

## Russian Fashion Retail Forum (RFRF)

CPM is not only an exhibition platform, but also a source of information on the most important developments on the Russian market. This time the 'Russian Fashion Retail Forum' is dedicated to the current challenges of the digital transformation in Russia's fashion retail sector and will provide an overview of the current state of the market. Experts from the RFRF Forum, including representatives from ITMM GmbH, Fashion Consulting Group and PROfashion Consulting will be presenting their latest analyses and predictions for the coming season and taking part in the panel discussions on the digitalisation of the fashion industry. The RFRF's business programme will once again take place in the successful location of Hall 7.2. The depth and value of the information on offer is essential for making effective management decisions, which is repeatedly being confirmed by the experts.

*"The new season is all about two clear trends: on the one hand the expansion of fashion in Russian regions, and on the other the topic of digitalisation which RFRF will be putting the spotlight on,"*

says **Nikolay Yarzew**, Project Director of Russia/CIS.



## Trend forecasts, World Fashion Channel & more...

In September 2019, CPM is cooperating with the **WGSN - World Global Style Network**, the global trend authority with over 6,000 customers from over 100 countries and more than 70,000 subscribers. At CPM, trends will be presented in the 'WGSN Buyer's Briefing for Spring/Summer 2020' on the catwalk in Hall 2.3.

Brands from Germany, Italy, France, Spain, Turkey, Indonesia, Russia and other countries will be showcasing their collections and trends in a comprehensive **show line-up** on the catwalk in Hall 2.3. Featuring fashion collections from various styles, the 'CPM Selected' show attracts large numbers of professional visitors during the three days of the fair. On the first day, the 'CPM Opening Show' will once again present the strongest trends to a top audience. And the 'Grand Défilé powered by Lingerie Magazine' will round off the show line-up on the first day.

Another highlight is the cooperation with the **World Fashion Channel**, the international TV channel for all things fashion and lifestyle, including the 'New Model Show'. Models from Russian cities who have successfully made it through all qualification rounds will be walking in all the most important fashion shows, including the official opening ceremony.

An important change happening next season is the introduction of the '**CPM Shop & Retail Solutions**' section in Hall 7.1. In keeping with the requirements and needs of the market, this specialist area is dedicated to shopfitting and retail fixtures. Here visitors will find partners for lighting, merchandising, retail marketing, pop-ups and outdoor advertising, as well as automation and security systems and other retail services.



## Russian mentoring projects and brands

The participants of the special CPM project **Designerpool** will be showing their collections at the trade fair stands as well as on the CPM catwalk, including Brier (Moscow, Russia), IVANOVA (Sochi, Russia) and U.G.L.Y. Studio (Tiflis, Georgia). The latest collections by young designers from Krasnoyarsk will be shown in the fifth season of the trade fair project for regional development, **CPM My Country**. So far, CPM has provided long-term support to more than twelve fashion brands. **CPM Start-Up**, supported by local professional associations, trade associations and export development centres, puts the spotlight on newcomer brands and joint stands. In Hall 8.3 there will be an official joint stand of 'Made in Moscow' trend brands, organised with funding from the Moscow Export Center to provide support with exports and business development.

*"For the first time, over ten Russian regions will be represented in the joint stand format, and that's not including special projects like 'CPM My Country' and 'CPM Start-Up'. We are noticing how the fashion scene is changing. In the last few years, Russian designers have really caught up and are at a high level internationally. We've never had so many excellent Russian collections and they deserve to be ordered,"*

sums up **Nikolay Yarzew, Project Director of Russia/CIS.**

Düsseldorf, 1 August 2019

### Upcoming dates of CPM - Collection Premiere Moscow

3 – 6 September 2019

24 – 27 February 2020

1 – 4 September 2020

### FIND OUT MORE



[www.cpm-moscow.ru](http://www.cpm-moscow.ru)

[www.cpm-moscow.com](http://www.cpm-moscow.com)

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