



CPM BODY & BEACH: SEASON'S RESULTS AND GLOBAL DEVELOPMENT

The largest lingerie trade fair CPM Body & Beach spring/summer 2020 took place at the Expocentre Fairgrounds from the 03rd until the 06th of September, 2019. In order to learn about the new designs of 150 brands from 25 countries that for the first time represent four continents in the same place, more than 4 000 specialists came to visit the buyers' session, catwalk shows and seminar programs.

The new concept for zoning of the CPM Body & Beach exposition that occupied two exhibition halls and included a department for fabrics, materials and accessories for lingerie production CPM Body & Beach Fabrics, as well as a trend zone and an area for catwalk presentations and a business program became the key feature of the latest season. Producers of lingerie, swimwear, beach and home wear as well as legwear from Italy, Germany, France, Turkey, Russia, Columbia and Brazil were represented to the most extend. At the same time, countries like Australia, Austria, Belgium, Great Britain, Greece, Spain, Latvia, Lithuania, the Netherlands, Peru, Poland, Romania and others were also noticed among the participants. Nine international brands received an opportunity to introduce their collections on special conditions during CPM Start Up project, as well.

Christian Kasch, international CPM project director: „The extension of CPM Body & Beach department by means of additional floor area in pavilions 2.4 and 2.5 became the only right solution to the development of this branch. By doing this, we not only managed to create the best conditions for the fashion brands collections review and presentation, but also to study requests from new exponents for 2020“.

The series of the season's remarkable events included the official visit of Columbia's ambassador and the special cocktail event CPM Body & Beach VIP Cocktail Estate Italiana that was held for the third time already. During the trade fair the CPM organizers, the Russian CPM project director Nikolay Yartsev from „Messe Duesseldorf Moscow“, LLC, as well as Intimoda magazine editor-in-chief Francesca Spinetta presented the best buyers of the season with special awards and noted their extremely important input into the lingerie retail development in Russia. The party guests were also able to see fashion show that was prepared by the creative team of World Fashion Channel, an international TV channel for fashion and life style. Olga Kabo, Alisa Tolkacheva, Archi, Yulia Dalakyan and Anatoly Anishchenko, Ekaterina Odintsova and Yana Poplavskaya became special guests at the Italian Cocktail party.

It is not for the first season when most professional visitors note the importance of having a separate schedule for the business program of lectures, seminars and master classes in the framework of the

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CPM Body & Beach Talks, as well as collections catwalk presentations that take place on the trade fair premise. The created infrastructure allows the guests and the participants not only to do networking and get acquainted at the stands but also to have an opportunity to hold private negotiations in the lounge zone or plan their work schedules in advance by making and booking appointments with the mobile application CPM App (2Meet service).

The CPM Body & Beach Talks business program schedule included lectures and presentations by business consultants of Fashion Consulting Group: Galina Kravchenko, Elena Stolyarskaya and Natalia Chinenova. The schedule also included trends reviews by Carlin Creative Bureau's leading expert Anastasia Kotova and by representatives from projects VMC Retail, SHTAB, "Belyo i Kolgotki" and the Centre for perspective technologies development (TsRPT). It was for the first time that the presentation format "trend voyage" was organized for the buyers when they were taken all around the CPM Body & Beach trade fair accompanied by Fostin Baranovsky, Promostyl agency's main designer for lingerie.

Nikolay Yartsev, Russian CPM project director: „And again we manage to preserve and even increase interest to CPM Body & Beach trade fair and its departments among the professional society and, first of all, specialized buyers. A considerable credit for this should be given to our partners from the RAFI association that help us with realization of the CPM VIP Buyer project: we invite retail business owners, mostly of the premium segment, to get to know the exposition and new producers, for the results of which we receive positive feedback from both sides. I would also like to thank the colleagues from Fashion Consulting Group and the trend bureau FashionSnoops for the perfectly organized trend zone: at the latest season the exposition disclosed the history of Felina brand that already counts 135 years and today continues its development jointly with Caterina Group. Obviously, the presentation season for sprint/summer was a success, however, we are not going to stop at what we have achieved and we are preparing new projects for the exhibition in February”.

The colourful Grand Defile catwalk show that was organized by Lingerie Magazine's team became the bright culmination of the trade fair's first day. The evening received a special status as the authoritative Russian publishing house for lingerie fashion and business headed by Olga Kudryavtseva celebrated its 15-year anniversary on the CPM premise, that united key partners, clients and friends of the media project in the demonstration hall. On the last day of the CPM Body & Beach there took place a review for the new season's professional competition for young designers of lingerie NEW FACES that was organized by the Intimoda Magazine

COMMENTS FROM CPM BODY & BEACH EXPONENTS:

Michael Lehrmann, representative of Mey GmbH (Germany): „We were very happy to take part in the new season of the CPM trade fair. On the whole, we are pleased with the organization. The

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atmosphere was very friendly. We are also happy with the number of people who visited our stand, those were mostly our loyal customers, and it was so pleasant to see familiar faces.”

Liudmila Sirbu, sales manager in Russia, SC UNIVERSAL CO.SA together with UNICONF brand (Romania): „As to the organization, everything was very well-managed and well-structured. We received a great support from the organizers, we got help on any issue and precise requests. What concerns the atmosphere, it was professional and business-oriented. Overall summary: clients placed their orders for collections, and the CPM is a perfect place to arrange production export and to do business.”

COMMENTS FROM CPM BODY & BEACH BUYERS:

Victoria Dyakonova, „Soblazn” boutique (Nevinnomysk): „At the trade fair I learned for me such new brands as Jessica, Naturana, Ysabel Mora. The CPM was very efficient for me, I received a lot of ideas for business development and operational improvement, as well as an understanding of where to and how to move forward.”

Irina Terebilo, „Bra Expert” boutique (Tyumen): „I managed to make orders with Naturana and Lou brands. It is my second time at the CPM, and my visits there are very efficient as the opportunity to get direct contacts with factories is priceless. Everything is at the perfect level”.

COMMENTS FROM CPM BODY & BEACH STAR GUESTS:

Irina Muromtseva, TV host: „Last year I had a number of interesting revelations in the lingerie section of the trade fair, that was why today i deliberately came to see new collections in this sector. At the CPM there are brands that are not to be found in shopping centres but that have very interesting items“.

Yana Poplavskaya, actress: „A huge number of everything is presented in one place: starting with lingerie and finishing with coats. It is a paradise for Moscow, it’s a great pleasure to walk here“.

The next trade fair CPM Body & Beach as the part of the CPM – Collection Première Moscow project will take place at the Expocentre Fairgrounds in Moscow from February 24th until February 27th, 2020. Lingerie producers will present their collections for autumn/winter 2020/21.

For more detail go to www.cpm-moscow.ru | www.cpm-moscow.com

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