



Preview: 34th edition of CPM – COLLECTION PREMIÈRE MOSCOW

- **Change and renewal at the focus**
- **Large number of international exhibitors with growth rates of up to 10 percent**
- **New: 'Labels to Watch' in cooperation with TextilWirtschaft magazine**
- **RFRF: Additional presentations, panels and seminars on relevant industry topics**
- **'CPM Body & Beach' with approx. 135 international brands and separate line-up**
- **'CPM Shop & Retail Solutions' with leading suppliers**
- **Interactive trend zone, media partnerships, new catwalk shows**

At the 34th edition of CPM – COLLECTION PREMIÈRE MOSCOW from 24-27 February 2020, around 1,300 brands from 30 countries will be showcasing their autumn/winter 2020/21 collections on the exhibition grounds of Moscow's Expocentre. An average of 20,000 buyers from Russia and the Eurasian Economic Union use CPM as a valuable source of information and inspiration for doing business and placing orders.

"Due to the currently stagnating disposable income of its consumers, the Russian market is regarded as challenging – yet still lucrative. Its core appeal is still the prevailing mindset that fashion is a strong statement of people's desire to convey a positive image in their working, leisure and social lives. At the 34th edition of CPM, professional buyers will be presented with a wide offer tailored specifically to them, without any decreases in space or exhibitor numbers: CPM stands for Collection, Premiere, Moscow – and a whole lot more!"

Thomas Stenzel, Managing Director of OOO Messe Düsseldorf Moscow



At the beginning of the new decade, the biggest Eastern European ordering platform for the fashion industry, organised by Messe Düsseldorf Moscow in partnership with IGEDO Company and Messe Düsseldorf, is all about renewal and change. The extensive accompanying line-up of lectures and seminars shows ways in which market participants can continue to successfully hold their own when faced with current developments and challenges. With its various segments and areas, CPM covers the entire fashion spectrum and presents collections from ladies', men's and kidswear brands alongside lingerie, beach, sports and yogawear, shoes, accessories and fabrics.

"My team and I are proud to once again be attracting many international participants to CPM. The response from the companies shows that the Russian market is still vital to their turnovers. Our regular exhibitors and the many new additions are well prepared for taking part in the fair and looking forward to a successful ordering season and the opportunity to make new contacts. Visitors to CPM can once again look forward to an interesting, worth-attending tradeshow that is packed full of exciting highlights. By extending the country pavilions, like Denmark for example, we are preparing other business platforms for international brands."

Christian Kasch, Project Director of CPM International

Country pavilions

Brand power from Europe will be pooled in the individual country pavilions from Germany, Italy, France, Greece and Turkey. A collective booth of suppliers from Denmark is planned for September 2020.



With average growth rates of 10 percent, the country pavilions from France, Greece and Turkey are reporting particularly strong increases.

New exhibitors from France include *FRNCH*, *KAPORAL*, *MAISON FABRE*, *MARINA V.* and *MERI ESCA*. After a break, French brand *7 SEASONS* will be returning and *LA FEE – HUMILITY*, *MAT DE MISAINÉ* and *OAKWOOD* will be making a repeat appearance. Some of the French collections will also be featured in the 'Mode in France' fashion shows.

Greece will be represented for the first time with brands like *KATIA PANTELI* and *LOTUS EATERS*. Also new at CPM: *ARMA BLACK*, *MODAQUEEN* and *QUO* from Turkey. And Turkish brands *CARDUCCI*, *CIPO & BAXX*, *CLIMBER BY CUNO*, *EXQUISE*, *KASHA*, *PLATIN SHORT*, *PUNTO* and *SANSAR* are returning.

German brands are very well represented once again. The list includes: *MARC AUREL*, *COMMA*, *DANIEL HECHTER*, *DRESSLER*, *HEINRICH NICKEL*, *KAIPA*, *KARL LAGERFELD*, *LADYSET*, *OLYMP*, *RIANI*, *ROY ROBSON*, *SEIDENSTICKER* and *VAN LAACK*. And the new 'Labels to Watch' initiative in cooperation with German magazine **TextilWirtschaft** will be giving the following brands the opportunity to present themselves to the Russian market: *BRIGITTE BÜGE DESIGN*, *GOLDGARN DENIM*, *KLAUDIA KARAMANDI*, *LIEBLINGSSTÜCK*, *MASQUARE*, *STONES* and *SIMONE BRUNS – CASHMERE COUTURE*. Via German agency Fashion Concept, the two US brands *JEREMY MEEKS* and *JIMMY SANDERS* are represented in the Forum hall.

CPM Premium

CPM Premium is also bringing together design-oriented and premium-quality brands from Europe in Hall 8.1., such as newcomers like *LUHTA* from Finland and returning exhibitors like *SARAH PACINI* from Ireland, *ANJA SCHIERHOLZ*, *COCON COMMERZ – PRIVATSACHEN* and *STEVEN K.* from Germany, as well as *ANNA MORA / BRUNELLA* and *CHRISTINA BARROS / BLACKSPIDER* from Spain.



“Over several seasons we have not only been putting the focus on actively growing and new fashion segments like lingerie, accessories, home and yogawear, but also continuously working on extending the offer of technology and innovation-related services for clothing manufacturers and retailers. Our main aim is not only to offer buyers the widest possible selection of Russian and international fashion brands, but also to help them acquire essential new skills that will help them to make their daily management decisions. The 34th edition of CPM therefore includes an extended event line-up, overviews of the latest fashion trends and, of course, varied catwalk shows.”

Nikolay Yarzew, Project Director Russia/CIS

CPM Body & Beach

With around 135 brands from 25 countries, **CPM Body & Beach** is increasingly positioning itself on the market as a separate international tradeshow for the lingerie industry. It is accompanied by **CPM Body & Beach Fabrics**, a special section for the necessary fabrics, haberdashery, accessories and technologies. Brand highlights in the lingerie and swimwear sector include collections by new exhibitors like *MONAMISA* and *TERMOFORM* from Turkey, *KATIA PANTELI* from Greece and *SELENE* from Spain. *JOHN FRANK* and *NF SEEMLESS* are among the returning Turkish exhibitors.

This season, a new, exciting category of products is making its way into this growing CPM segment and extending the offer by another area: with yoga, home and sportswear for the fitness segment, CPM, is putting the spotlight on one of the most promising lifestyle trends with potential for the industry in a completely new themed area.



CPM Body & Beach will even have its own event line-up featuring the **Body & Beach Fashion Show**, the new **Athleisure Fashion Show**, presentations, seminars, Trend Views, the New Faces Young Designer Contest and special roundtable talks with industry experts who will be exploring the latest developments from retail formats to sports and fitness apparel. In cooperation with international trend office Fashion Snoops, the Fashion Consulting Group will be presenting the latest key trends in the form of an interactive Trend Zone at CPM Body & Beach.

Other areas of CPM

CPM Accessories & Shoes and **CPM Handmade** will be showcasing product groups that complement product assortments and round off the looks: international suppliers are presenting shoes, bags, belts, scarves and handmade fashion jewellery in Hall 2.3. The offer will be rounded off by consultations from professional shopping stylists.

At **CPM Shop & Retail Solutions**, leading suppliers of shopfitting and retail equipment will be flying the flag for the second time. In Hall 7.1, professional visitors will find new partners for services related to the design of pop-up sales areas, lighting and merchandising technologies, retail marketing, outdoor advertising, retail automation systems, security systems and other services.

At every edition of the fair, a selection of the best and most promising young designers participate in the **Designerpool**. The newly awarded designer collections will be showcased at CPM Premium in Hall 8.1, as well as in the CPM Catwalk Show in Hall 2.3. Designers and brands like *SIIIP* from Moscow, Russia, *IVANOVA* from Sochi, Russia and *GEORGE SHAGHASHVILI* from Tbilisi, Georgia will be celebrating their international debuts here in February 2020. **CPM MY Country** is another special regional development project: this time it will be supporting young designers from Kazan. With **CPM Start Up**, the organisers are supporting new Russian fashion brands with their tradeshow participation. In February 2020, over 300 brands from Russia, around 50 clothing manufacturers from Belarus, the Ukraine,



Kazakhstan and Armenia will be taking part, including *AKHMADULLINA DREAMS*, *CAMILLE CASSARD*, *IANIS CHAMALIDY*, *SINAR*, *TRUVOR* and *VASSA & CO.*

A preview of the line-up (see separate attachment for full details)

In the conference hall of Hall 7.1, the **RUSSIAN FASHION RETAIL FORUM (RFRF)** offers additional value with a three-day professional business event featuring industry experts discussing highly topical subjects such as neuromarketing, visual merchandising trends, the digital transformation of the Russian fashion market, artificial intelligence and new technologies etc. Other special events for exhibitors and buyers are planned as part of an extended strategic cooperation with media partner **World Fashion Channel**, the international TV channel for fashion and lifestyle.

The varied show line-up on the stages of Halls 2.3. and 2.5 will be showing collections and trends from all segments. After the **CPM Opening**, one of the tradeshow's highlights, the **CPM Selected Show** will be taking place on the first day – with a diverse multi-label presentation of the latest collections. Rounding off the first day of the event in Hall 2.3 is the **Grand Défilé Lingerie** organised by Lingerie Magazine, which, in addition to the **CPM Body & Beach** shows, presents a wide range of body and beachwear in its best possible light. New additions to the line-up include the **XINJI FUR Fashion Show** and **MTG Germany 'Let's be active and creative'**.

Find out more about CPM:

www.cpm-moscow.ru | www.cpm-moscow.com

Instagram: [@cpmmoscow](https://www.instagram.com/cpmmoscow) | Facebook: [@cpmmoscow](https://www.facebook.com/cpmmoscow) | VK: [@cpmmoscow](https://vk.com/cpmmoscow)

Düsseldorf, 30 January 2020

ROLAND HOFFMANN 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://www.instagram.com/roland_hoffmann_pr/