

**Last-minute: New concentrated order placement fair for the Russian market on
16-20th September 2020**

Cancellation of the 35th CPM – Collection Première Moscow planned for 1-4th September 2020

Availability of EXPOCENTRE fairground cannot be guaranteed

CPM & location Expocentre:

Due to the Corona crisis, Moscow fairground Sokolniki Park, VDNKh Expo and the CPM-home premise EXPOCENTRE have been transformed into emergency hospitals.

On June 2nd, 2020, during a comprehensive TV program that was broadcast from a backup hospital in VDNKh Expo, the high ranking Moscow Government representatives of Moscow has announced that such hospitals with the newest equipment will continue to serve at least this year as means of precaution.

Therefore, it is now impossible to hold the 35th CPM – Collection Première Moscow on EXPOCENTRE fairground.

Messe Duesseldorf Moscow OOO, the 100% Russian subsidiary of Messe Duesseldorf GmbH, had to bear the consequences as the organizer of the CPM – Collection Première Moscow and cancel the fair that had been planned for 1-4th September 2020.

The next CPM – Collection Première Moscow is planned to take place on EXPOCENTRE fairground in Moscow on 22-25th February 2021.

Market needs an order placement fair: s'elections moscow 2020 is the option.

Moscow re-opens shops, and fashion industry is looking for new opportunities!

After negotiations in view of the difficult situation with exhibition premises in Moscow, Messe Duesseldorf Moscow OOO will be able to offer the new concentrated fair in order placement format – **s'elections moscow 2020** – to take place on 16-20th September 2020.

To the brands that want to show their collections in Russia, there will be arranged a concentrated and cost-conscious meeting point for order placement in a b2b format on a total of 7.000 sqm in two exhibition halls in Moscow that will easily be connected with a shuttle bus service.

The proposed dates make the best fit into the new international Calendar of fashion fairs that resulted from Corona situation and lie within an ideal timeframe for order placement.

The 5 fair days instead of initially planned 4, as well as longer opening hours will serve as an additional advantage. The announced Corona regulations and hygiene measures can be very well implemented.

russian & international
spring – summer season
by CPM



16 –20 September 2020
Moscow, Russia
New fashion halls 1&2

selections.moscow
cpm-moscow.com

Now that due to the restrictions on the floor area the new order placement fair will be organized as a concentrated selection from CPM, it will enter the exciting and special season under the name of:

s'elelections moscow 2020
russian & international
spring – summer season by CPM

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We expect that **s'elelections moscow 2020** will be attended by Russian brands in particular, as well as by a variety of selected international brands that can be presented by their local and international teams. It will be possible to present about 300 brands on the halls floor area of 7.000 sqm.

The information will soon be available at cpm-moscow.com and on the new website selections.moscow.

The concept for security will comply with national Russian and local requirements as well as the experience of the fair organization in Dusseldorf and, of course with the experience of Igedo Company who is the partner and co-organizer.

Thomas Stenzel, General Director at Messe Duesseldorf Moscow 000:

„For us, the CPM is closely connected with the location of EXPOCENTRE. Being placed into a difficult position, together with our Moscow and international partners, we have worked out a smart fair format for our exhibitors and the Russian fashion retailers: **s'elelections moscow 2020** will offer an attractive and inspiring selection of collections for spring-summer order placement!“

Dusseldorf, June 9, 2020