



dreams by CPM body & beach:
A new concept for lingerie trade fair

Messe Düsseldorf Moscow OOO together with IGEDO Company, the organizers of the largest international fashion trade fair for Eastern Europe and Central Asia CPM – Collection Premiere Moscow, announce the launch of a new project aiming to bring together the most prominent and the largest players of the lingerie industry — **dreams by CPM body & beach – International Lingerie Trade Show Moscow**.

A long period of isolation and remote work across the globe dramatically changed lifestyles, and, according to many experts, personal and home comfort becomes a major priority. Intimate aspect is really important: home wear, lingerie, erotic underwear, and various sets for home sports are now the bestsellers, and the main style trend today is athleisure. New project is a visualisation of a dream, embodied in various aspects of such thing as intimate fashion. **dreams by CPM body & beach** brings together thematic sections related to manufacturing, distribution, and sales in all segments of the lingerie industry: active (apparel and underwear for fitness and yoga), beach (beachwear, including pareo and beach holiday accessories), erotic (sexy underwear and accessories), home (home wear and interior decorations), and lingerie (women's, men's, and children's underwear).

The booths of local and international brands, participating in the project, will be located at Hall 2.4 of the Expocentre Fairgrounds, where buyers can find novelties from Russia, Germany, Italy, Turkey, and other European countries, as well as from South America, and have a look at the trend-zone and hold talks in a dedicated networking space. The visitors will also have an opportunity to take part in the activities of **dreams dialogue** – a series of meetings with international experts, who will share the most relevant information on trends, technologies, and innovations of the lingerie industry. Besides, many collections of participants of **dreams by CPM body & beach** will be shown at the catwalk as part of the fashion show. Key partners of the season are Fashion Consulting Group, Carlin Creative Trend Bureau in Russia, World Fashion Channel, the Third Sense, as well as international associations of producers of fashion clothes, such as Ente Moda Italia, German Fashion Modeverband Deutschland e.V., Istanbul Textile and Apparel Exporter Associations, and Federation Francaise du Pret a Porter Feminin.

The organizers set safety of exhibitors and visitors as the highest priority, according to the recommendations of Rospotrebnadzor, and relevant safety protocols of the Expocentre Fairgrounds. The team of the trade fair is aiming at ensuring maximum comfort for all participants of the project – producers, buyers, and the press, thus the venue provides online only system of registration to optimise the traffic.

The first season of **dreams by CPM body & beach** will take place on August, 31 — September, 3, 2021, in Moscow at the Expocentre Fairgrounds (Hall 2.4).

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