



CPM Fashion Fair will grow by 40%

The new season of the largest business exhibition platform of the fashion industry for Eastern Europe and Central Asia **CPM – Collection Premiere Moscow** will take place August, 31 — September, 3 2021, and will be hosted by the Expocentre Fairgrounds in Moscow. Women's, men's, and kid's fashion clothes, lingerie, and accessories of the Spring-Summer 2022 season will be offered by producers and brands' distributors from 20 countries.

Positive indicators of gradual recovery of the global fashion industry are vividly seen in growing business activities among participants of **CPM** in many countries. According to the recent data, 500 companies plan to show their new collections in Moscow, representing 650 brands, this means +40% to the statistics of participants of the fashion fair during the previous season, in February 2021. The number of participating countries will also grow up to 20, the built-up area for booths and presentation zones will grow accordingly, up to 25.000 sq. m. France, Germany, Italy, Kyrgyzstan, Russia, Turkey, and Uzbekistan will build their national exhibition areas; besides, Austria, Belarus, Greece, Denmark, China, Spain, Norway, Poland, Portugal, Romania, Finland, Croatia, and the Czech Republic manufacturer booths will be accommodated by various segments of **CPM**, such as Prime, Accessories & Shoes, etc.

The organizer of the Fashion Fair – Messe Düsseldorf Moscow, OOO, and a co-organizer IGEDO Company have announced the relocation of the Russian exhibition space from the 7-th to the 2-nd pavilion of the Expocentre Fairgrounds. This new layout will offer a wider brand list and bring more opportunities for further growth of the project, this will also mean a more convenient navigation at the **CPM** through internal passages inside the exhibition complex and allow the visitors to move quickly and comfortably between the halls, freeing up more time for networking with the partners.

An important occasion of the next season is the launch of a new exhibition project **dreams by CPM body & beach**, bringing together such segments as lingerie, home wear, beach wear, fitness and active life apparel, as well as fashion erotica. The booths of local and international participating brands will be located at Hall 2.4, where buyers can find novelties, have a look at the trend-zone, and negotiate in the networking area, as well as attend the runway presentations and the *dreams dialogue* lecture program. The lingerie industry market of the **dreams by CPM body & beach** will accommodate 55 brands from 12 countries.

As before, the key participants of **CPM** are the leading fashion brands of the Bridge and Premium segments from Italy, Germany, France, Turkey, and Russia, as well as Denmark and Greece. International organizing team of the Fashion Fair has been closely cooperating with the leading global associations of the fashion industry — Ente Moda Italia, German Fashion Modeverband Deutschland e.V., Istanbul Textile and Apparel Exporter Associations, and Federation Francaise du Pret a Porter Feminin, ensuring stable business development of the foreign participants and high-quality competitive proposition for the Russian buyers.

In Spring-Summer 2022 Germany will be represented by Via Appia, Verpass, van Laack, Stones, Roeckl, Naturana, Mey, Gardeur, Fraas, Daniel Hechter, Riani, and UNQ; the French display will bring

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together booths of Saint James, Rhum Raisin, Mat de Misaine, Leo Guy, Kaporal Collections, Gertrude + Gaston, Fuego, Diega Paris, and Bensimon; Italian fashion will be shown by Antonella, ASH, Fontanelli, Geox, Oblique, Gaia Life, Liu Jo, Beatrice.B, Green Coast; Turkish pavilion will accommodate Mees, Kapris, Guzella, Climber by Cuno, Tony Montana, Bad Bear, Lusio, and Modaqueen; the visitors can explore Danish brands, such as Numph, Ichi, b.young, Fransa, and Part Two, and the Greek ones, presented by La Vaca Loca, Pink Label, Shaya Fashion, Mat Fashion, Helcotex PCC, and Access. The most distinctive brands of the Russian hall are Akhmadullina Dreams, Calista, Savage, Truvor, Victoria Andreyanova, Antiga, Villagi, Bogdanov, Valenti Trade, and Slava Zaitsev.

Another important part of the season is the start of a new section **CPM Details**, presenting local designer brands of bijouterie and accessories, primarily hand-crafted. This segment will welcome usual participants of the Fashion Fair, such as Helen Fantasy and Orgalica, and a debuting headwear designer Zhanna Komova with her first run.

A separate segment will be represented by a display from specialized creative colleges, that have been participating in the trade fair before. The **CPM School** area will be covered by booths of Russian State University named after A.N. Kosygin, Ivanovo' Polytech, Art-Future School (Saint-Petersburg), as well as Education Department of Fashion Consulting Group. In the same segment, as part of the program for support of young talents of **CPM**, Ksenia Novikova from Ivanovo, the winner of the "Admiralteyskaya Igla" and PROfashion Masters competitions, and Ivan Fedorov, a prize-winner of the "Admiralteyskaya Igla" competition, an author of the recycling collection, will show their works.

Every season offers an official business program of **CPM – International Economic Forum** for Innovations and Technologies in Fashion Retail **Russian Fashion Retail Forum**, where its strategic partners – Fashion Consulting Group, PROfashion Media Holding, Retail.ru, and the Fashion Upgrade project arrange panel discussions, expert lectures, seminars, and workshops. Following the relevant global practices, RFRF agenda combines live and online formats, broadcasting all sections via YouTube channel, the record is published after and is available for everyone.

The organizers set safety of exhibitors and visitors as the highest priority, according to the recommendations of Rospotrebnadzor and relevant protocols for hosting events at the Expocentre Fairgrounds. The team of the **CPM Fashion Fair** is aiming at ensuring maximum comfort for all participants of the project – manufacturers, buyers, and the press, thus the venue provides online system of registration to optimize the traffic.

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