



The organizers review the results of the 36th CPM

September 3 finalized the business session for the Spring-Summer 2022 season of the largest trade fair of fashion clothes and accessories for Eastern Europe and Central Asia CPM – Collection Premiere Moscow. The exhibition also introduced a new project, that brings together players of the market of lingerie, sportswear, yoga and home wear, beach fashion and fashion erotic – dreams by CPM body & beach.

August 31 the official opening ceremony welcomed distinguished guests, among those are Elena Dybova, Vice-President of the Trade and Industry Chamber of Russia, Matthias Schepp, Chairman of the Russian-German Foreign Trade Chamber, Francesco Pensabene, Director of ICE Moscow, Department for Trade Exchange Development under the Italian Embassy in Russia, Mustafa Gultepe, President of the 'Istanbul Apparel Exporters' Association (IHKIB), as well as Alexey Vyalkin, Chairman and General Director of the Expocentre AO, co-organizer of CPM Philipp Kronen, Managing Partner of IGEDO Company (Düsseldorf, Germany), and Thomas Stenzel, General Director of the CPM organizing company Messe Düsseldorf Moscow OOO. Mehmet Samsar, Ambassador of the Republic of Turkey in Russia, Ulugbek Aripov, the First Secretary of the Embassy of the Republic of Uzbekistan in Russia, and Svetlana Belyaeva, President of the Russian Union of Clothes Producers also visited the CPM.

Thomas Stenzel, General Director of Messe Düsseldorf Moscow OOO:

«Reviewing the results of the 36th CPM season, I can say, that this 'face-to-face' interaction proves its value as a factor attracting new buyers and demonstrating a vast variety of brands and producers of fashion clothes at a united venue. This becomes possible due to an effective concept of the exhibition. A new layout showed the power of the Russian fashion market – a large exhibit of Made in Russia, a dedicated European pavilion, large-scale presence of Turkish companies. We saw happy faces of the participants and visitors after they closed deals, we are full of courage looking into our future together».

The 36th season of CPM brought together 500 producing companies, presenting 650 fashion brands from 20 countries, as well as 12 887 visitors – buyers, producers, designers, and other players of the fashion industry. Collections of the Spring-Summer 2022 season from Italy, Germany, France, and Turkey were presented to professional buyers, owing to strategic support of national dedicated associations of the fashion industry: Ente Moda Italia (EMI), German Fashion Modeverband Deutschland e.V., Federation Francaise du Pret a Porter Feminin, 'Istanbul Apparel Exporters' Association (IHKIB) and Russian association of the fashion industry (RAFI). Important novelty is the relocation of Made in Russia exhibit from Pavilion 7 to Pavilion 2 of the Expocentre. Such move improved comfort of the visitors, ensuring a more convenient logistics between all CPM halls, allowing to present more collections, including 15 joint Russian regional booths as part of the program for support of entrepreneurship in the fashion industry. Due to unique facilities of the exhibition venue, the organizers managed to optimize the visitors traffic in 9 halls and stay compliant to all necessary protocols of sanitary safety from Rospotrebnadzor and the Expocentre Fairgrounds.

Nikolay Yartsev, CPM Project Director:

«The exhibition participants started this new season with a recovering market. The current situation offered companies from Russia and the neighboring countries a very good opportunity to increase the number of clients and business partners, and judging by the results, they have succeeded in this. The number of local exhibitors grew, but more importantly is that the main indicator has also grown, that is the number of

Elena Oberemova

Head of Marketing and PR

LLC Messe Düsseldorf Moscow

Tel.: +7 (495) 955-91-99, ext. 502

Oberemovae@messe-duesseldorf.ru



specialists who visited CPM. With recovering air travel between Russia and Europe, we instantly see a growing number of international participants: the largest pavilions were taken by brands from Turkey, Germany, and Italy, it is worth mentioning that France, Greece, Denmark and other countries were also quite active».

Traditionally one of the key roles on the agenda of CPM events is assigned to the International Economic Forum for Innovations and Technologies in Fashion Retail - Russian Fashion Retail Forum (RFRF). During the 26 seasons, the business program brings together the leading market experts on production, promotion, sales, and development of fashion products, including such relevant business niches as e-commerce, fulfilment logistics, social media, etc. Partners in organization of the panel discussions, lectures, seminars, and workshops are the leading Russian consulting agency for the fashion industry – Fashion Consulting Group, the largest online resource on retail business Retail.ru, PROfashion media holding, and «Fashion Prokachka» project. All events of the business program agenda were available live and online at the official [YouTube channel](#), and will be published at the CPM website.

Anna Lebsak-Kleymans, Co-Founder and CEO of Fashion Consulting Group:

«Obviously, the current year is more peaceful than 2020. The first 6 months witnessed a peak of deferred demand, that supported the local fashion industry. Besides, we can highlight the three key trends, defining the Russian market today and in the nearest future: digitalization of technologic processes, omni-channel sales & promotion, and, of course, environment as a new important factor of the development of fashion. With all these processes evolving, it is very important and valuable that the CPM is arranged offline, offering opportunities for live communication among the market players».

Celebrities also could not miss the CPM. The first to see the key trends of Spring-Summer 2022 from international designers and to support the exhibition were Alexander Belonogov, Irina Lachina, Olesya Sudzilovskaya, Renata Piotrovsky, Ekaterina Odintsova, and many more. The celebrities duly appreciated the collections of international and Russian brands, as well as cosmetic novelties from Colla Gen, Levrana, and the leader in aroma marketing «The Third Sense» with their Coba product.

Ekaterina Odintsova, Founder of Celebrity Management Agency PR Trend:

«Last season of the exhibition I mentioned that CPM today is not just the largest event in the world of fashion, but a signal, showing that life is getting better, life is back! There are so many great brands in this exhibition, some are my long-standing favorites, some are new, I appreciate what they offer, and have already ordered something for my home collection. It is great to see, that the CPM presents wonderful Russian brands, and their products are of very high quality in terms of fabrics, texture, their models are elegant and chic».

The event also hosted a new project, called CPM fashion connect, that accumulates data on educational institutions, designer competitions, and a service for job searching, vacancies posting and search for trade agents. CVs and information on vacancies could be submitted to specialists during four days at the CPM fashion connect booth. All data will be processed and published on the CPM website in a special section.

PARTICIPANTS' FEEDBACK:

Waldemar Herbst, Roeckl (Germany):

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«Our expectations of CPM were predictable and are fully satisfied, as it was the case last season. The buyers are active, searching and working, they were all here – that’s why we are very satisfied with the exhibition, and plan to take part in its next season at the same place. CPM today is the only platform in Europe allowing us to visit maximum number of brands and representatives of German and Italian fashion industries and have a look at the collections from the other countries in a very effective manner. We have a very efficient show room operating in the center of Moscow, but it is an honor for us to take part in CPM».

Tatyana Polynkina, Export Manager, Piero Moretti (Italy):

«We planned to accumulate orders in the amount comparable to that of February, but we’ve got more. We are very satisfied with our work these days at the CPM: everyone liked the collection, we managed to attract new clients, including those from the regions we never worked with before, for instance, Vladivostok, Irkutsk, and the Moscow Area Region. Our summer collections are wider in terms of the model range, and offer more interesting prints, probably that’s why buyers are so engaged».

Julia Efremova, Commercial Director, Leo & Ugo (France):

«We’ve been participating in CPM for 17 years, and are always supporting the project, we were also there last year. As for orders, we managed to fulfil the plan, we are glad, that the key clients stayed with us and made orders, besides, new buyers visited our booth, that’s why we think our participation was fruitful».

Yildizer Nanuli, Director, Nana Pelle (Turkey):

«It is our second CPM, and we are happy about this opportunity. We like the organization – this is a very high-quality event, and this trade fair is a real opportunity for us to get to the international market. I’m so impressed by this venue and how it operates. I will definitely take part in the next season».

Marchel Oluk, General Director, Jolidon (Romania):

«We take part in dreams by CPM body & beach, since here we can find partners from the segment we are interested in, those who value quality and style. We’ve been operating since 1993, and are actively developing our product range, apart from swimsuits, we are also presenting here a premium lingerie – buyers were interested in our black and white and geometry designs for the future season. We are very satisfied».

Elena Goretskaya, Brand Director, Alena Goretskaya (Russia):

«CPM is the most prestigious exhibition of the fashion industry in Russia, that’s why it is the best place to show our premium brand of casual and evening designer dress. We’ve been participating in CPM for many years and are always satisfied with the results of each season. This is the place where we found all our buyers. Previous season was also quite positive, and we are sure of the future growth of our business together with the development of this trade fair».

The future 37th season of CPM – Collection Premiere Moscow at the Expocentre Fairgrounds in Moscow will take place February 21-24, 2022. The exhibitors will show their collections for Fall-Winter 2022/23. Latest

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news from the projects are available on the official web-sites and in social media: www.cpm-moscow.com, [Facebook](#), [Instagram](#), [Telegram](#), [VKontakte](#) и [YouTube](#).

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