



## Fashion market exit of the crisis at the CPM

*On February 21-24, 2022, all major players of the fashion market will gather at CPM Moscow to present their fashion wear, lingerie, and accessories collections for Fall-Winter 2022/23.*

According to the results of the previous season of **CPM - Collection Première Moscow** 500 fashion companies with 650 brands from 20 countries demonstrated confident growth and desire for development and adapting to the new reality of industry. More 12,000 buyers and other specialists visited stands of the participants and the business program. The fashion fair organizer - Messe Düsseldorf Moscow OOO and Co-Organizer - IGEDO Company (Germany) – have been got a support from official structures, including the Russian Chamber of Commerce and the Russian-German Foreign Trade Chamber.

Global cooperation of thousands of professionals of the fashion industry within the framework of CPM, clearly demonstrates a tendency to exit from last year's crisis and the ability to change and develop in accordance with the spirit of time and new challenges. Retail management and market analytics experts are shared current practical cases and forecasts for future seasons with the guests of the exhibition at the International Forum of Technologies and Innovations in Fashion Retail - **Russian Fashion Retail Forum**.

There will be several pleasant novelties for CPM visitors at the next season: the **CPM Catwalk section** will return to the exhibition, presenting bright podium shows of Russian and international brands' collections, it will be in Hall 8.3. Also, the **RFRF** forum will take space closer to the exposition of Russian brands - in the Hall 2.3. Both relocations will allow the guest traffic to be more active and convenient for both buyers and exhibitors.

European brands from Germany, Italy, France, and other countries will still located in the Hall "Forum". Exposition of lingerie, beach, sports, and erotic fashion, as well as home clothing - within the framework of the exhibition project **dreams by CPM body & beach** - will be in the Hall 2.4 and will present collections for lingerie buyers from more than 12 countries, as well as their own **dreams dialogue** lecture program and **dreams fashion show** schedule.

Important special projects of the fashion fair continue their work: communication platform for the searching for jobs, employees, and partners - **CPM Fashion Connect**, as well as the educational section presenting the leading creative schools - **CPM School**.

Participation orders for 37<sup>th</sup> CPM fashion fair will be accepted until December 1, 2021. Find all CPM news and other information online: [www.cpm-moscow.com](http://www.cpm-moscow.com), [Facebook](#), [Instagram](#), [Telegram](#), [VKontakte](#) и [YouTube](#).

**Elena Oberemova**

Head of Marketing and PR

Messe Düsseldorf Moscow OOO

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

[Oberemovae@messe-duesseldorf.ru](mailto:Oberemovae@messe-duesseldorf.ru)