



Leading business exhibitions clothing, lingerie, and shoes alliance in Moscow

The new business season in the fashion industry starts with cooperation of the leading sectoral exhibition platforms - CPM - Collection Première Moscow, dreams by CPM body & beach and Euro Shoes premiere collection - at the Expocentre Fairgrounds in Moscow.

October 28, 2021, General Director of the organizer of exhibitions CPM and dreams Messe Düsseldorf Moscow OOO, Thomas Stenzel and the founder of the Euro Shoes project, Yan Belyaev, signed an agreement on partnership. According to the document, the upcoming season of Euro Shoes, as well as the exposition of dreams, will be held within the framework of the CPM global exhibition platform, thus presenting industries of fashion clothing, lingerie, and shoes on February 21-24, 2022, in the space of the largest business complex in Moscow - Expocentre.

Thanks to the new strategic alliance leading exhibitions in the Fall-Winter 2022/23 season, buyers will be able to visit the exposition of women's, man's and kid's collections, accessories, underwear, beach and erotic fashion, clothing for home, relaxation, and fitness, as well as urban, sports and outdoor shoes for the whole family exceeding 1000 brands from more than 25 countries. The combined site will become not only a first case of such a large-scale partnership between exhibitions in Russia, but also ensures the unique set of the participants, which will allow retailers to form the most bright and balanced orders of total-look for their boutiques of any fashion style oriented on a different client.

The **CPM fashion fair** was founded in 2003 and organized by the Messe Düsseldorf Moscow OOO, in cooperation with Co-Organizer - IGEDO Company (Germany). Manufacturers of fashion clothes and accessories from Russia, Europe, Asia, and South America will present new collections twice a year on their stands, as well as in the format of podium shows. The fashion fair complements the International Forum of Innovation and Technologies for Fashion Retail - Russian Fashion Retail Forum, co-organizers: Fashion Consulting Group, Media-Holding PROfashion, Retail.ru, "Fashion Prokachka" project.

The exhibition of lingerie, beach, and erotic fashion, as well as clothing for home and fitness **dreams by CPM body & beach** presents collections for lingerie buyers from more than 12 countries and holds the 'dreams dialogue' business program and 'dreams fashion show'. Organizer - Messe Düsseldorf Moscow OOO, Co-Organizer - IGEDO Company (Germany), Partners - Fashion Consulting Group, Fashion-Snoops.com, Carlin Creative Trend Bureau.

Euro Shoes premiere collection is a leading platform for meetings and concluding contracts for manufacturers and wholesale shoe suppliers with buyers from Russia, working since 2007 and uniting more than 300 participating brands and over four thousand retailers.

www.dreams-moscow.com || www.cpm-moscow.com || www.euroshoes-moscow.ru

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