



The main fashion business fair CPM took place in Moscow

The largest professional event in the fashion industry in Eastern Europe and Central Asia CPM - Collection Première Moscow was held at the Expocentre Moscow from February 21 to 24, 2022. The exhibition was visited by 17,000 professional guests, including retailers, clothing manufacturers and suppliers, market analysts and journalists.

For 18 years, CPM has been a key platform for Russian and international brands of fashion clothing and accessories to present collections for future seasons. The 37th exhibition was attended by 660 brands from 23 countries, which presented collections of women's, men's and kid's clothing for outdoor, casual, business, special occasion, home and holiday fall-winter 2022/23. Along with the constant international presence of companies from Germany, Italy and France, the exposition included stands of Danish and Greek premium brands. The largest part of the CPM was the Made in Russia section with 275 stands, as well as two Made in Turkey halls presenting 102 designer brands.

The *dreams by CPM body & beach* - an exhibition of lingerie, beach fashion, homewear and yoga wear - attracted special attention from the guests. Among the 60 participants were representatives of Germany, Turkey, Russia and 8 other countries, the program for visitors included catwalk shows of new collections, as well as a lecture section *dreams dialogue* and the work of the expert networking space *LingerieBusiness.ru*.

The *Russian Fashion Retail Forum*, an international economic forum of innovations and technologies for fashion retail, was also a significant event at CPM. The schedule of the business program included analytical reports by Fashion Consulting Group, a round table by PROfashion and RAFI on export opportunities, discussions about retail technologies by Retail.ru, public-talks by Sees Group and Fashion Upgrade on the topic of sustainable fashion and a New-Retail's seminars about the concept of Shop 4.0.

Thomas Stenzel, General Director of the CPM organizing company - Messe Düsseldorf Moscow, OOO:

"CPM demonstrates the true effectiveness of a business exhibition. Over the course of four days, we saw thousands of buyers submitting orders. This proves that CPM is the most important platform for the market, which is needed right here in Moscow. Therefore, we will be glad to see you again on August 30 at the Expocentre in the future 38th season of the exhibition."

Nikolai Yartsev, director of the CPM fashion fair:

"The 37th CPM season was a great success, 660 companies presented their latest collections for the fall-winter 2022/23. The exhibition showed the optimism of the market, the readiness of the fashion industry not only to recover, but also to actively grow further. Based on the significantly increased number of buyers who visited the exposition, we can confidently say that CPM remains a key link in building business processes for the fashion market in Russia."

Reviews of exhibitors:

Andre Baum, CEO of C.E.D.E.R. (Germany):

Elena Oberemova
Head of Marketing and PR
OOO Messe Düsseldorf Moscow
Tel.: +7 (495) 955-91-99, ext. 502
Oberemovae@messe-duesseldorf.ru



“We have been participating in CPM for 18 years, it is a very important platform for us to meet our regular and new clients. This year we decided to take the largest stand at the exhibition, we have 22 German brands represented. We are always satisfied with participation in the exhibition, and this time too: there are a lot of new contacts, we write orders right here, which is very important. We have a lot of demand from Russian buyers because of the quality and good brands. I am glad that we are developing further - together with CPM.”

Alberto Conte, PR Director of 5DONNA Showroom (Italy):

“I represent 5DONNA by Caterina Group. We work with Italian brands, and now we have organized 7 stands at CPM. The season of orders at the exhibition went well - from the very first day there were successful negotiations. We exhibit medium and premium segments with the support of Ente Moda Italia. Our clients are Moscow and regions such as Vladivostok and Irkutsk, as well as Kazakhstan.”

Darko Todorovski, MAT Export Manager (Greece):

“We are a Greek brand from Athens, we have been coming to CPM twice a year for over 10 years. Our brand specializes in plus sizes and has been around for over 30 years. Here we regularly get very good reviews, it seems that Greece and Russia are very similar in style and body structure, and this is very important. I always say that Russia is the biggest market for us, we always come here with great joy. We meet most of our new clients here.”

Anastasia Chesebieva, ICHI Brand Manager (Denmark):

“Our company has been participating in the exhibition for the last 10 years, with Danish brands for 6 years already. So far we have represented ICHI, Bianca, Atrirf, Joka, Matinique menswear and Part Two premium womenswear. The exhibition justifies our expectations every year. We really like it. We are pleased with the participation and organization.”

Hansu Ekshioğlu, founder of Roupillon (Turkey):

“We are an Istanbul luxury sleepwear brand, a family run company. We are so happy to be at CPM for the first time - this is a new step for us, a new experience and impressions. We met new clients in Russia and got good feedback. We want Russian women to like it because we have very high quality fabrics and unique prints. We hope to return to this exhibition again in six months.”

Natalya Ksenofontova, owner of BEATRIS (Russia):

“Our company has been creating plus size women's clothing since 2010. We are participating in the CPM for the fifth time, the exhibition allows us to find new partners and clients, being a unique platform for the presentation of new collections. We plan to expand our presence here and wish for the development of the project.”

The 37th season of the CPM exhibition was held with the support of the co-organizer IGEDO Company, international associations Ente Moda Italia, German Fashion Modeverband Deutschland

Elena Oberemova

Head of Marketing and PR

OOO Messe Düsseldorf Moscow

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

Oberemovae@messe-duesseldorf.ru



eV, Istanbul Textile and Apparel Exporter Associations, Federation Francaise du Pret a Porter Feminin, Enterprise Greece, as well as Russian companies Fashion Consulting Group, PROfashion Media Holding and the Russian Fashion Industry Association, Retail.ru and New Retail portals, Sees Group and Fashion Upgrade, Carlin Creative Trend Bureau in Russia, LingerieBusiness.ru, aromamarketing expert Third Sense, brand Arkhis Vita, Colla Gen, Noryalli and La Nature.

The upcoming 38th season of the CPM exhibition will be held from August 30 to September 02 and will present the collections of the spring-summer 2023 season from Russian and international manufacturers of fashionable clothes and accessories at the Expocentre Fairgrounds.

Official websites and social networks:

www.cpm-moscow.com, [Facebook](#), [Instagram](#), [Telegram](#), [VKontakte](#) и [YouTube](#)

Elena Oberemova

Head of Marketing and PR

OOO Messe Düsseldorf Moscow

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

Oberemovae@messe-duesseldorf.ru