



## **CPM business fashion fair will unite the market**

*On August 30, the new season of the largest international exhibition of the fashion industry in Russia, Eastern Europe and Central Asia - CPM - Collection Premiere Moscow - starts at the Expocentre Fairgrounds. Producers will present more than 500 Spring-Summer 2023 collections, as well as the program of the Russian Fashion Retail Forum, which will be held in a new format.*

In the context of the changing market landscape of the Russian fashion industry, more than 15,000 retailers from all regions of the country will gather at the CPM site to place orders for the next season. Structural adjustments in all b2b and b2c communication channels make the exhibition a key meeting place for all players - from garment and yarn suppliers and clothing manufacturers to retailers, analysts, marketers and service specialists.

In order to increase the efficiency of business meetings and networking, CPM will present a new format of the business program - The Economic Forum Of Innovations And Technologies Of Fashion Retail - **Russian Fashion Retail Forum** - which will be held in the mode of expert public-talk meetings, covering all important and relevant topics for the market - from government support and logistics to market analysis, future trends, retail and product in the segment of production, promotion and sales of clothing and accessories. RFRF will be held with the strategic support of Fashion Consulting Group, PROfashion, Retail.ru, Fashion Upgrade and Shop 4.0 projects, as well as the RBC Market Research analytical center, and with the participation of 80 leading industry experts as moderators and speakers .

Solving the problem of increasing the efficiency of visiting the exhibition for buyers as the main target audience of the project, CPM will host an exposition of more than 250 fashion brands from Russia and the EAEU countries, including a special **CPM Prime** section representing more than 20 premium segment brands, including the debut stand of the Elena Makashova Fashion House "XakaMa", celebrating its 30th anniversary. Among the major regular participants are the brands Savage, KroyYork, Open Fashion, Truvor, Bella Collection, Villagi, Mir Kashemira, Sintta, Eleganza, Bogdanov, Nelva, Lakbi, N.O.M.I and many others.

Thanks to the support of "My Business" centers and divisions of the Russian Export Center, manufacturers from a number of regions will take part in the exhibition, including the Tver, Kirov, Voronezh, Kaluga, Khbarovsk, Krasnodar regions and others.

As the industry's leading international trade show, CPM will feature more than 200 designer brands from Europe and Turkey, as well as an exposition for lingerie, swimwear, homewear and yoga, as part of the **dreams by CPM** project. Lingerie industry specialists will be able to visit, in addition to stands with new collections, the **dreams dialogue** lecture hall and **dreams selected shows**.

The forthcoming exhibition will become an important platform for all those who are actively engaged in professional and career development. At the **CPM Fashion Connect** booth, organized in partnership with the specialized recruitment agency "Modnoe Buro", it is possible to find current vacancies and leave CV or Job order. In addition, on the final day of the RFRF forum, a session

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dedicated to education and careers will be held with the participation of HR experts and leaders of famous fashion schools.

It will also be possible to exchange contacts and find new production partners at the **Contract Exchange** booth by PROfashion and the Russian Association of Fashion Industry Participants (RAFI). Thanks to the project, exhibitors and guests have the opportunity to declare their factory or find a reliable production site. Upon completion of the CPM, all information will be available on the specialized portal Bee-online.ru.

From August 30 to September 02, Expocentre Fairgrounds will become a true place of power for all players in the fashion industry, as the CPM exhibition will be held in parallel with the **Euro Shoes** project, the leader in b2b communication for manufacturers and buyers of shoes, bags and related accessories. At the same time, holding important business platforms for the entire market will provide significant support for the development of the entire industry in such a rapidly changing market.

You can follow the news of CPM and dreams by CPM projects on the official websites and social networks:

*CPM: [cpm-moscow.ru](http://cpm-moscow.ru) / [telegram](#) / [vk](#)*

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