



CPM: development in a changing market

On September 02, the 38th CPM - Collection Première Moscow exhibition, the largest b2b fashion industry platform in Russia and Central Asia, which has existed since 2003, ended. The organizers from the EXPO FUSION company summed up the results of the last session of orders for spring-summer 2023.

The exposition of 500 brands representing 18 countries was visited by 16,000 specialists - retailers, employees of service companies, manufacturers of clothing and accessories, market analysts and journalists from most regions of the Russian Federation, as well as Belarus, Kazakhstan, Uzbekistan and Kyrgyzstan.

Confirming its international status, the CPM exhibition presented an exposition of fashion brands from Turkey, Italy, France, China, as well as European and Latin American countries, mainly presented by Russian sales agents and multi-brand showrooms operating in Moscow. Despite the difficult situation in international trade relations and logistics, all partners and participants emphasized the desire to normalize work with Russian customers and return to the active development of supplies as soon as possible.

Thomas Stenzel, General Director of the CPM exhibition organizer - EXPO FUSION LLC: "From the first day, the exhibition took a very good start, many participants spoke about successful deals and a large number of written orders from regular as well as new partners. We are proud that CPM continues to be the number one platform for business communication in the fashion industry!"

As expected, structural changes in all b2b and b2c communication channels have made the exhibition a key meeting place for all players - from garment suppliers and finished product manufacturers to retailers, analysts, and service specialists. An important and really working platform for business dialogue has become the International Forum of Innovations and Technologies of Fashion Retail RFRF - Russian Fashion Retail Forum, which is the official CPM business program. The new format of public-talk sessions was attended by the top persons of commercial banks, logistics companies, leading trend bureaus, marketplaces, specialized associations, retail chains and successful commercial brands. The forum was attended by 13 moderators and 70 speakers, the event was strategically supported by Fashion Consulting Group, PROfashion, Retail.ru, Fashion Upgrade, Shop 4.0, and RBC Market Research analytical center.

An important component of the last exhibition was the topic of state support for Russian clothing manufacturers and retailers. Current channels of interaction with government agencies and successful cases were discussed by representatives of the Russian Ministry of Industry and Trade, the Russian Export Center, the Agency for Creative Industries and the Moscow Innovation Cluster - as part of the RFRF forum on August 31. For the first time at CPM, the stand "Point of Fashion Industry" was working, presenting the actual opportunities for interaction between participants in the fashion industry and the Ministry of Industry and Trade of Russia. In addition, thanks to the support of "My Business" centers and divisions of the Russian Export Center, the exhibition was attended by

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manufacturers from a number of regions, including the Tver, Kirov, Voronezh, Kaluga, Khabarovsk, and Krasnodar regions. In total, more than 250 Russian trademarks and service companies were represented at CPM, which exceeded 50% of the entire exposition of the exhibition.

Nikolai Yartsev, director of the CPM exhibition project: "Last season, the CPM exhibition brought together more than 500 brands from 18 countries, as well as 16,000 retailers who gathered at Expocentre to form orders for the next season. We are seeing active changes in the fashion market and are trying to support those. For example, there were 42 CPM Brand Corner booths with small brands, as well as CPM Fashion Connect and the Contract Exchange, launched to help exhibitors and guests find new employees and partners".

An important role in the development of CPM is played by the specialized exhibition of the lingerie industry - dreams by CPM body & beach. Last season brought together 40 brands of fashion lingerie, swimwear, beach and home wear, as well as lines for yoga and active sports. Many collections were presented not only at the stands, but also as part of the dreams selected show podium program. For exhibitors there was also an expert lecture hall dreams dialogue, organized with the support of Retail.ru, Fashion Consulting Group and LingerieBusiness.ru. The relocation of dreams by CPM body & beach to the Forum Hall of the Expocentre - to the exposition of European brands of the premium segment - helped many participants to find new wholesale customers and partners, and also encouraged plans to expand collections and a corresponding increase in stand area for the next season of the exhibition .

At the CPM Fashion connect booth, organized in partnership with the specialized recruitment agency "Modnoe Bureau", it was possible to find current vacancies and leave a resume, in the future, all the information collected will be posted on the official website of the exhibition.

It was also possible to exchange contacts and find new production partners at the "Contract Exchange" booth of PROfashion Publishing House, the Russian Association of Fashion Industry Participants (RAFI) and the Moscow Innovation Cluster i.moscow. Thanks to the project, the participants and guests of the exhibition have the opportunity to declare their factory or find a reliable production site.

Also, within the framework of the CPM exhibition, pavilion 1 hosted the exhibition project Euro Shoes @CPM, the largest international wholesale platform for manufacturers of shoes, bags and accessories in Russia and the EAEU countries. Last season, the geography of exhibitors significantly expanded, among the new participants were companies from India, Iran, as well as the UZCHARMSANOAT Association of leather, footwear and fur enterprises of the Republic of Uzbekistan.

The stars of the cinema, tv and music scene traditionally couldn't miss the CPM. Ekaterina Odintsova, Irina Khakamada, Igor Gulyaev, Konstantin Andrikopoulos, Alexander Belonogov, Ekaterina Drobysh, Fedor Gamaleya, Evgeny Tikhonovich (RBC Style), Marina Demchenko (Fashion Collection) and Yurate Gurauskaite (U Magazine), as well as many others. The stars were able to appreciate not only the collections of clothes and accessories for the coming season, but also new items from Petite The

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Beauty, Arcaya Cosmetics, LaNature, Larwool, CollaGen, By Chubaruk and the leader in aroma marketing “Third Sense” with the Coba product line.

The upcoming 39th season of the CPM – Collection Première Moscow exhibition at the Moscow Expocentre Fairgrounds will take place from February 20 to 23, 2023. Exhibitors will present their autumn-winter 2023/24 collections.

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

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

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