



CPM: Fashion in Facts and Figures

On the eve of the start of the 39-th season of Russia's largest international b2b exhibition of the fashion industry CPM - Collection Première Moscow, the organizer of the event - EXPO FUSION LLC - discloses information about the participants and statistics of the project.

600 brands of clothing, underwear and accessories from **21 countries**, including Russia, Turkiye, China, Italy, France, Greece, Belarus, Kazakhstan and others will take part in the buyer session of the Fall-Winter 2023/24 season at the Expocentre Fairgrounds from February 20 to 23. More than **300 Russian brands** and more than **150 Turkish brands** will demonstrate record highs in terms of exposure volume, exceeding the pre-pandemic figures of 2019. The organizers expect to receive over **18,000 retailers** and other industry professionals at the exhibition site.

A brief overview of the new and most notable participants in several segments of the exposition: **CPM prime** - AKHMADULLINA DREAMS, ALEXANDER BOGDANOV, ANNA VERDI, NATASHA DRIGANT; **CPM brand corner** – SOKOLOVABOGORODSKAYA, ELENA POPOVA, WHITE OCEAN; **Made in Russia** – BAON, SAVAGE, ELEGANZZA, TRUVOR, YOU, ZOY, GLENFIELD; **Made in Italy** – BEATRICE .B, SARAH PACINI, LIU JO, ANTONELLA; **Made in China** – TORRIS, ASTRID, BAIMUNI, VIVICANA, CLASNA, SNOWIMAGE; **Made in Turkiye** – CARDUCCI, TONY MONTANA, EMILIA RINZI, GUZELLA; **Made in Europe** – FUEGO, MAT Fashion, TORRAS, TOMO, XD Xenia Design.

An important event of the season will be the return of the collective fashion shows of the CPM participants after a 3-year break. The **CPM SELECTED SHOW** and **MIX & MATCH SHOW** will take place on the catwalk in the Forum hall. Guests will be able to see the collections of ALEX FUR, ALEXANDER BOGDANOV, ELEGANZZA, FRANCO VELLO, ODALIA and ZAMAN. In addition, on February 22 at 16:30, a gala show of the IX Russian competition of clothing designers **PROfashion Masters** will be held with the support of Oguz Prestige company.

Many buyers pay special attention to the **dreams by CPM** exhibition project, which presents the leading local and international brands of lingerie, beachwear, home clothes and fitness clothes in the respective areas - lingerie, beach, active, erotic, home in the Forum hall. In February, new seasonal, off-season and cruise collections will be presented at the booths of CATERINA GROUP, LUNA B, LE JOURNAL INTIME, FIGURATA, HAYS, JOHN FRANK and many others. In total, the exhibition will include more than **50 brands from 11 countries**. Many novelties will be shown to guests not only as part of the exhibition, but also on the catwalk **dreams selected show**, the participants of which will be ANGEL'S SECRETS, CHANTELE SOFTSTRETCH, HANRO, LA DEA, LUNA B, SIMONE PÉRELE.

As part of a special project to support young talents of the exhibition - **CPM designerpool** - new collections will be presented by designers Farrukh Boltabaev (FARRDI brand) and Irina Shkolnaya (ANNAVIVIANI brand), as well as the finalists of the Admiralty Needle contest - Ivan Butyrsky, Ekaterina Evmenyeva (SUCCUB brand) and Sergey Kurokhtin (brand KUROKHTIN), whose works are united by the theme of ecology, upcycling and recycling. In addition, all participants of the special project will hold a collective podium show on February 21 at 5 pm in the Forum hall.

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Contributing to the active development of intra-industry communications, the exhibition regularly presents a section of specialized educational institutions united in the **CPM school** section, a **CPM fashion connect** stand for job search and vacancy placement, organized jointly with the Modnoe Bureau recruitment agency, as well as a space for finding contractors for contract manufacturing **Contract Exchange**, supported by the i.moscow - Moscow Innovation Cluster and the RAFI Association. For many years, CPM has attracted the attention of not only the professional community, but also celebrities who, thanks to the celebrity management agency PR Trend and the Third Sense company, have the opportunity to get acquainted with all the new products of the coming season and support many brands.

Having successfully implemented the reconception of the **RFRF - Russian Fashion Retail Forum** business forum in 2022, the exhibition organizers will present the second season of the updated business program. Its schedule will include three streams: the **RFRF main stage** conference, the **RFRF meetup** workshop session, and the **RFRF dreams dialogue**, an expert lingerie market lectures. In total, the four-day business forum of the fashion industry will bring together about **100 speakers**, more than **1500 guests** and **30 events** in the formats of public talks, workshops and lectures. The most anticipated sessions will be on strategic business planning - with the participation of Fashion Consulting Group, RBC Market Research and Romir; on state support of the fashion industry - with the participation of the RAFI Association, the Ministry of Economic Development of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, the Russian Export Center and the Department of Entrepreneurship and Innovative Development of Moscow; on the review of the most important trends of the Fall-Winter 2023/24 - with the participation of the world's leading agencies Carlin, Promostyl, FashionSnoops and Trendsite; as well as meetup sessions with the participation of OZON and Avito. The strategic partners of the forum in the new season will be Fashion Consulting Group, RBC Market Research, Association RAFI, PROfashion and PROfashion Consulting, FashionSfera.ru platform, Retail.ru portal, the leading school in the field of fashion education in Russia and the CIS Fashion Factory School, Shopping Centers Russia, Buybrand b2b platform, Fashion Upgrade Telegram channel and agency, as well as the Shop 4.0 project.

*Stay tuned for CPM news, dreams by CPM and RFRF
official websites and social networks:*

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