



CPM international fashion trade show was held in Moscow

The buying session of the Fall-Winter 2023/24 gathered 18,800 fashion industry specialists on the site for four days of work: retailers, buyers, distributors, equipment and services suppliers, as well as manufacturers. The CPM project takes place twice a year at the Expocentre Fairgrounds.

The exhibition company EXPO FUSION finalized the results of the 39th *CPM - Collection Première Moscow*. From February 20 to February 23, 2023, 600 brands from 21 countries, including Russia, Turkiye, Italy, Kazakhstan, China, India and others, presented the collections of the upcoming season in 7 halls of the Expocentre Fairgrounds. For the first time, trademarks from Iran and Azerbaijan were presented at CPM. In addition to manufacturers of clothing, lingerie and accessories, at the exhibition one could find stands of service companies in the *CPM shop & retail solutions* segment, educational institutions in the *CPM school* segment, the Modnoe Bureau career center within the framework of the *CPM fashion connect* project jointly with the organizers, as well as an online search platform manufacturing outsourcing partners BEE-online.ru.

Thomas Stenzel, CEO of EXPO FUSION:

"CPM has again become a fashion hub for a large number of brands from Italy, Turkiye, Greece and other countries. But what is more important - there are a lot of buyers here, they are also looking for European suppliers, they write orders - and that is why many international brands are with us - this is a good signal for business. CPM demonstrates the strength and capacity of the Russian fashion market and hosts participants from all over the world for the 39th time."

Alexander Shaynikov, COO of EXPO fusion:

"Responding to current trends for Russia, in the 39th season we expanded the exposition of the exhibition by attracting eastern participating countries: these are Azerbaijan and Iran with national stands. At the same time, the number of brands from China also increased, while expositions from Turkiye and Russia broke CPM's historical records. At the same time, there is confidence that in the future 40th season of the exhibition we will be able to surprise our visitors even more."

An important event of the season was the bright consolidated fashion shows of the CPM participants. More than 20 brands presented their collections on stage as part of the CPM Selected Show, dreams Selected Show, Mix & Match Show, CPM Designerpool Show, VIRA PLOTNIKOVA Show, as well as the final of the IX competition of PROfashion Masters clothing designers contest.

The four-day business forum *RFRF - Russian Fashion Retail Forum* was held with success and significant interest from buyers and manufacturers. The program consisted of three streams - a series of conferences *RFRF main stage* in public-talk format with the participation of leading experts and market players, an *RFRF meetup* workshop session, and an expert lingerie market lectures *RFRF dreams dialogue*. Of particular interest to the guests of the main stream was the strategic session "Business Landscape 2023" by Fashion Consulting Group, during which, among other things, the

Elena Oberemova

Head of Marketing and PR

EXPO FUSION LLC

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

Oberemovae@expo-fusion.ru



analytical results of the first joint survey of CPM and RBC Market Research were presented. The largest number of guests was gathered by an open discussion on the Fall-Winter 2023/24 trends from fashion analyst Andrey Abolenkin with the participation of representatives of four major global trend bureaus: Carlin, Promostyl, Trendsite and FashionSnoops.com x Fashion Consulting Group. Other notable and actively discussed topics were marketing and PR trends, franchising prospects, new formats for working with fashion retail in shopping centers, types of product presentation that are relevant for Russian brands, as well as the situation with wholesale purchases and distribution. As part of the *RFRF meetup* stream, on the second day of the exhibition, participants and guests were able to hold a series of meetings with representatives of the leading marketplaces - Ozon and Avito, getting acquainted with the latest innovations of the sites and their benefits for fashion segment players.

Nikolay Yartsev, CPM Project Director:

“This season, we have divided the business conference into several streams, which are held in different halls - in order to satisfy the request and interest of the widest possible range of visitors and CPM participants. In addition, we returned to the brightest component of the project - fashion shows, the schedule of which included catwalks of lingerie and beach fashion brands, casual, business and outdoor wear, as well as presentations by young designers. Through the implementation of such special projects, we expand opportunities for all players in the fashion industry to develop business, exchange experience, knowledge, get acquainted with key trends, and of course for marketing and sales.”

The *dreams by CPM* exhibition project, which represents the leading local and international brands of lingerie, beachwear, homewear and fitness in the respective areas - lingerie, beach, active, erotic, and home, enjoys the constant attention of many buyers. New seasonal, off-season and cruise collections were presented at the stands by the CATERINA GROUP holding, the bright debutant LUNA B, as well as regular participants - LE JOURNAL INTIME, FIGURATA, HAYS, JOHN FRANK and many others. In total, the exhibition included more than 50 brands from 11 countries, and novelties from ANGEL'S SECRETS, CHANTELE SOFTSTRETCH, HANRO, LA DEA, LUNA B and SIMONE PÉRÈLE were shown to guests at the *dreams selected show* catwalks. Participants are traditionally supported by the key media of the local lingerie market - Lingerie Magazine and Modnoe Beljo, and in the new season - by the digital magazine Muse.

The exhibition has been supporting young fashion talents for many years. So, within the framework of the *CPM designerpool* project, designers Farrukh Boltabaev (FARRDI brand) and Irina Shkolnaya (ANNAVIVIANI brand) presented new collections, as well as the finalists of the Admiralty Needle contest - Ivan Butyrsky, Ekaterina Evmenyeva (SUCCUB brand) and Sergey Kurokhtin (KUROKHTIN brand), whose works are united by the theme of ecology, upcycling and recycling. In addition, a show of the PROfashion Masters contest took place on the stage, which was held last season with the support of the Oguz Prestige company and the Presidential Fund for Cultural Initiatives; the winners, by decision of the jury, were Alexandra Gapanovich (Murmansk) and Nikita Baranov (Ekaterinburg).

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The CPM continues to successfully develop a strategic alliance with the shoe industry operator *Euro Shoes Premiere Collection @CPM*, whose exposition was located in Hall 1 of the Expocentre. Thanks to the cooperation of the two projects, buyers have the opportunity to form total-look orders and communicate with leading manufacturers of clothing, lingerie and footwear at one site.

For many years, CPM has attracted the attention of not only the professional community, but also celebrities who, thanks to the PR Trend agency and the Third Sense company, have the opportunity to get acquainted with all the new products of the coming season and support many brands.

Ekaterina Odintsova, founder and head of PR Trend:

“The next 40th CPM season will be an anniversary one, and the exhibition is approaching this date in very good shape: more than 600 participants from 21 countries, a huge Turkish hall, many Italian brands, as well as the emergence of new countries. Fashion in Russia is evolving and CPM is becoming increasingly important in helping Russian and international apparel, lingerie and accessories manufacturers find their customers.”

Strategic partners of the exhibition: Fashion Consulting Group, RBC Market Research, RAFI Association, PROfashion and PROfashion Consulting, FashionSfera.ru, Retail.ru, Fashion Factory School - the leading fashion education school in Russia and the CIS, Shopping Centers Russia, Buybrand business platform, Fashion Upgrade Telegram channel and agency, Store 4.0, Third Sense and COBA, Ozon and Avito marketplaces, PR Trend, LevelPro, by Chubaruk and s.Oliver.

The upcoming exhibitions CPM and dreams by CPM will be held at the Expocentre Fairgrounds from August 29 to September 01, 2023. Manufacturers of fashion clothes, lingerie and accessories will present their Spring-Summer 2024 collections. Follow the news of CPM, dreams by CPM and RFRF on the official websites and social networks:

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

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