



CPM ORGANIZERS ARE PREPARING ANNIVERSARY SEASON

Established in 2003, the *CPM - Collection Première Moscow* exhibition for 20 years has taken a leading position in the field of development of the Russian Fashion industry as the largest platform for business and presentation of new collections of clothing, lingerie and accessories. On August 29, 2023, the 40th season of the project will start at the Expocentre Fairgrounds.

The Russian exhibition company *EXPO FUSION* celebrates the anniversary of one of its flagship events with considerable experience. The portfolio of the CPM project includes not only thousands of participating brands from dozens of countries around the world, but also the successful implementation of a number of special projects, actively evolving from season to season.

CPM designerpool is a program to support young fashion designers, through which such names of Russian fashion as Cyrille Gasiline, Natasha Drigant, Djemal Makhmudov, Dasha Gauser, Ianis Chamalidi and many others have passed.

CPM school is a project of cooperation with leading schools of design and fashion business, allowing a wide professional audience to get acquainted with current educational programs and best works of graduates.

CPM fashion connect is a career center for specialists in the fields of creation, development, sales and promotion of clothing, lingerie and accessories, implemented jointly with the Modnoe Buro recruitment agency.

CPM catwalk - a schedule of runway shows of collections for buyers, as well as bright fashion presentations from Russian and international companies, traditionally bringing together dozens of brands and attracting the attention of buyers, media, influencers and celebrities.

RFRF - Russian Fashion Retail Forum - is one of the largest business forum in the Russian Fashion industry, including the strategic discussion platform *RFRF main stage*, the expert lecture hall of the lingerie business *RFRF dreams dialogue* and a series of workshops *RFRF meetup*, bringing together about 100 speakers and more than 1500 listeners every season.

Many special sections of the exhibition help retailers better navigate the exposition and find partners and suppliers from a variety of segments and categories: *CPM prime*, *CPM details*, *CPM shop & retail solutions*, *CPM accessories*, as well as an exhibition of lingerie fashion, swimwear and clothing for home and fitness *dreams by CPM*.

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In addition, Expocentre Fairgrounds, together with CPM, hosts the leading shoe industry exhibition - *Euro Shoes @ CPM*. This exposition complements the CPM range and enables buyers to make complex orders, fully forming the content for retail outlets.

The absolute advantage of CPM is its international status due to the constant participation of manufacturing companies from Turkiye, Italy, Germany, France, Kazakhstan, Belarus, China and many other countries. In the past 39th season, representatives of Azerbaijan and Iran joined the exposition for the first time. By investing in partnerships with participants from around the world, CPM organizers provide valuable opportunities for Russian retailers to establish new business connections and develop a range of boutiques, department stores and retail chains located throughout the country. This year, the event caused expectedly great interest from buyers; the February session of 2023 was attended by almost 19,000 specialists, which was a record figure over the past five years.

The constant growth and development of the CPM fashion fair is facilitated not only by its reputation of an effective business platform No. 1 in Russia and Central Asia and strong international ties, but also by the support of reliable local partners. Among them are the leading consulting agency Fashion Consulting Group, the research center RBC Market Research, The RAFI Association, The PROfashion media holding, the leading information and analytical retail platform Retail.ru, The Russian Buyers Union, The Fashion Upgrade and Store 4.0 projects, the online platforms FashionSfera.ru and Modny Magazin, The Academy of the Fashion Marketing, the creative bureau Real Profit Group, as well as the expert in the field of aroma marketing - the company Third Feeling.

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 the collections of the Spring-Summer 2024. 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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