

CPM 40

40th CPM Event Calendar

On August 29, the 40th exhibition CPM – Collection Première Moscow starts at the Expocentre Fairgrounds. In the new season, the exposition will stay in an area of 30,000 sq.m. in 13 halls and will include 850 brands from 33 countries with Spring-Summer 2024 collections.

The 40th anniversary CPM will offer guests and exhibitors a rich schedule of events, including a business program, catwalks and special projects throughout the four days of operation. The strategic international partners of the new season are Ente Moda Italia, Istanbul Textile & Apparel Exporter Associations IHKIB & ITKIB, Apparel Export Promotion Council of India and CCI France Russie, while the largest participating countries are Russia, Italy, Turkiye, China and India.

In parallel with the CPM, Pavilion 1 of the Expocentre will host the **Euro Shoes @CPM** exhibition project, presenting Russian and international brands of footwear and accessories, and the international exhibition of textile manufacturers **Textile Salon** in the Afimall City shopping center. The alliance of the three largest projects in their industries was formed in 2021 and has been proving its effectiveness over the past four seasons.

On August 29 at 11:00 p.m. in hall 2.4, the official start of the CPM exhibition and the Business Forum RFRF – Russian Fashion Retail Forum will take place, which will include four streams, 100 speakers and will be held with the strategic support of Fashion Consulting Group, RBC Market Research, PROfashion, RAFI Association, Fashion Factory School, Ozon, Avito, Carlin Creative Trend Bureau Russia, Trendsite, Retail.ru, Fashion Upgrade, New Retail Forum, EAL-Group, Academy of Fashion Marketing, Modny Magazin, Shopping Centers Russia and Real Profit Group.

On August 29 at 12:00 hall 8.3 will host the Opening Ceremony of the CPM anniversary season on the stage, which will consist of a two-day program of fashion shows. Guests will be able to attend a fashion show of participants from Russia, Italy, Turkey and China, as well as an evening event dedicated to a significant date, in which such brands as Akhmadullina Dreams, Kogel, Vassa&Co, Victoria Andreyanova, Vivo Style and others will take part. The show program will be supported by professional beauty brands AlterEgo Italy, HH Simonsen, RBG – Russian Beauty Guru, Natura Siberica, as well as Fashion TV and U Magazine.

The exhibition project dreams by CPM will take place within the framework of CPM in the Forum Hall. The project brings together all spheres of the lingerie business – lingerie, home and fitness wear, and beach fashion. Buyers will be able to find new items from 80 brands from 19 countries, hold negotiations in the networking space, as well as visit the **dream selected show** catwalks from 29 to 31 August at 12:30 and 15:30 and an expert lecture hall **dreams dialogue** from 29 to August 31 at 13:00, 14:00 and 16:00.

The educational section with the leading creative educational institutions of the country **CPM school** will be located in the Foyer. A special project of the exhibition is also presented there – a networking platform for finding work, employees and partners **CPM fashion connect**. The **Bee-Online.ru** outsourcing contract exchange will provide CPM participants and guests with the opportunity to post

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information about their production facilities free of charge on a new online platform created in cooperation with the RAFI Association, the stand is located in the Forum pavilion.

In the Forum Hall the **CPM shop & retail solutions** section will be developed, including stands of service and technology companies that help in business development, retail equipment companies, store lighting design, and marketplaces. As part of the section, on **August 31 at 15:00** on the main CPM podium in pavilion 8.3, the final and award ceremony of the specialized competition on merchandising and design concepts for retail spaces **CPM shop & retail solutions awards 2023** will take place, the host of the event will be the founder of VMC Retail Marina Polkovnikova.

The 40th CPM – Collection Première Moscow exhibition will be held from August 29 to September 01, 2023 at the Expocentre Fairgrounds in Moscow. Russian and foreign manufacturers of fashionable clothes and accessories will present their spring-summer 2024 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](#)
RFRF: rfrf-moscow.ru