

18+

[cpm-moscow.ru](http://cpm-moscow.ru)

19–22/2/2024

CPM

International  
Fashion Trade Show  
Moscow

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Место проведения:

Организатор:

 **EXPOCENTRE**  
INTERNATIONAL EXHIBITIONS AND CONVENTIONS  
MOSCOW

 **EXPO  
FUSION**



PROFESSIONAL  
VISITORS



EXHIBITION  
AREA



COLLECTIONS  
FROM 33 COUNTRIES

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# COLLECTION PREMIÈRE MOSCOW

International Fashion Trade Show Moscow\*



SPECIALIZED  
SEGMENTS

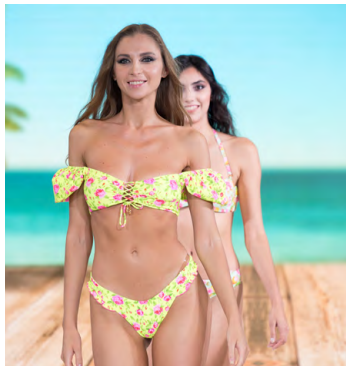


PAVILIONS



\* - The results of CPM 40<sup>th</sup> 29/8/-1/9/2023





## LINGERIE FASHION WITHIN CPM

### RFRF DREAMS DIALOGUE EXPERT LECTURE

The specialized platform dreams by CPM is the key platform for ordering new collections for the lingerie segment of the fashion industry: basic, trendy and erotic underwear, beachwear and swimwear, homewear, fitness and yoga. Over the years, dozens of manufacturers and hundreds of buyers of the segment have met at dreams by CPM and together develop a business that has great potential in the Russian market.

[dreams-moscow.ru](https://dreams-moscow.ru)

An integral part of the dreams by CPM exhibition project, which includes meetings with leading experts and analysts of the lingerie market in the field of product development, offline and online retail management, marketing and PR, as well as building business strategies. RFRF dreams dialogue is a networking territory for those market participants who are ready to apply the best practices and study third-party experience for the growth and development of their company.

### DREAMS SELECTED FASHION SHOW & WINDOWS

An important place in the exposition is traditionally given to bright catwalk shows and interactive presentations. Viewing new collections in dynamics stimulates the interest of buyers in participating brands, and creative “live” installations with the participation of models invariably attract the attention of all visitors of the exhibition, demonstrating new collections of fashionable lingerie, swimwear, beachwear, home and fitness wear.

[rfrf-moscow.ru](https://rfrf-moscow.ru)

## CPM – BUSINESS PLATFORM



fashion industry RFRF – Russian Fashion Retail Forum – is the leading platform for business communication and the exchange of experience and knowledge. The program includes about 100 speakers every season and is aimed at visiting more than 1500 guests. The business forum consists of three streams: the RFRF main stage conference, RFRF meetup workshop sessions, and RFRF dreams dialogue, an expert lingerie market lecture.

As the largest business exhibition in the fashion industry, CPM invariably attracts the attention of media people and the press. Exhibitors have a unique opportunity to invite famous theater, film and music artists, as well as fashion industry influencers, to the booth to introduce their collections. Also, each exhibitor can share a press kit about the brand and novelties of the season with journalists in the CPM Press Center.





# MARKETING OPPORTUNITIES

Take advantage of a wide range of services for exhibitors, which will make your participation in the CPM as noticeable, effective and comfortable as possible.

Key services: individual selection of stand construction elements, assembly of exhibition and presentation equipment, branding and sponsorship opportunities, targeted work with visitors before, during and after the exhibition, promotion through the exhibition website, social networks and media, organization and carrying out press approaches, as well as many other options.

You can clearly declare your brand and new collections through participation in the show program. Collective or individual catwalk fashion shows, which are prepared by experienced professionals, will always become an adornment of your participation in the exhibition, help to attract additional attention to the brand, and also pleasantly surprise regular customers and partners.

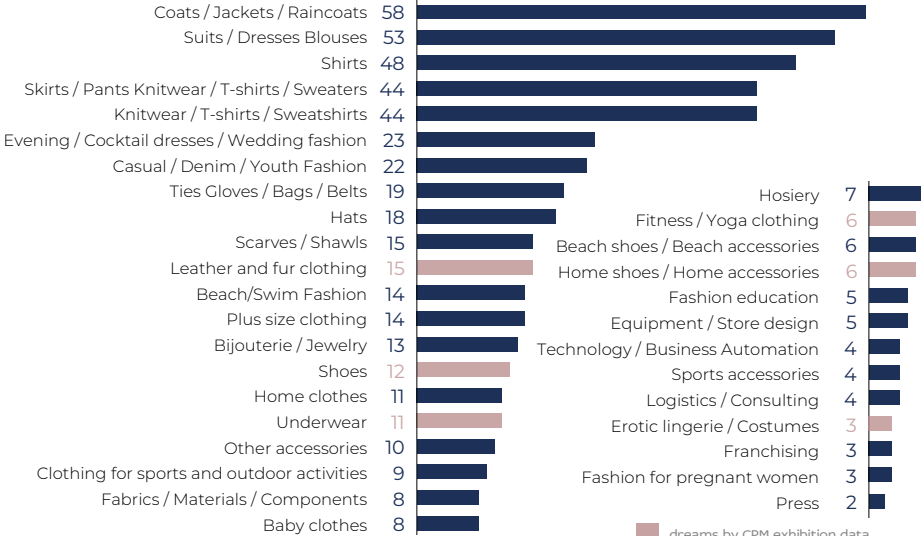
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# EXHIBITION ATTENDANCE STATISTICS\*

## INTEREST IN THE COLLECTION

Multiple answers possible



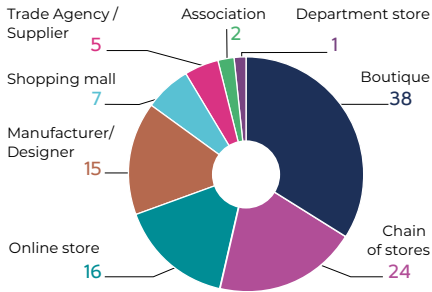
## PRICE LEVEL

Multiple answers possible



## FORM OF ORGANIZATION

Multiple answers possible



\* - Percentage data based on the results of CPM 40th 29/8/-1/9/2023



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## CONTACT

### EXPO FUSION LLC

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### VENUE

Expocenter Fairgrounds  
Krasnopresnenskaya Nab., 14  
123100, Moscow

Forum, 21, 22, 23, 81, 82, 83  
Foyer, Gallery basement

### OPENING HOURS

Tuesday – Thursday: 10 am – 6 pm  
Friday: 10 am – 4 pm

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