

# CPM 40

## THE 40th CPM TRADE SHOW HAS COMPLETED IN MOSCOW

On September 1, the 40th anniversary season of the largest international fashion industry exhibition in Russia and Central Asia, CPM – Collection Première Moscow, was successfully completed at Expocentre Fairgrounds, in which well-known Russian and foreign brands, as well as leading market experts, took part.

Over four days of work, the country's main business platform for presentations of collections for the next season – CPM – was visited by 17,200 specialists from all regions of Russia, as well as EAEU countries. They were presented with 850 brands from 33 countries, including clothing, lingerie and accessories. The largest presence was of manufacturers from Russia (260 companies), Turkiye (151 companies), China (142 companies) and Italy (48 companies), while manufacturers from India (25 companies) took part in the exhibition for the first time. The global partners of the 40th season of CPM and the organizer of the exhibition, EXPO FUSION LLC, were the Istanbul Apparel Exporters' Association IHKIB, the Italian Fashion Industry Association EMI, the Italian-Russian Chamber of Commerce, the Mission of the Franco-Russian Chamber of Commerce and Industry, the Russian-German Foreign Trade Chamber, and also Indian Apparel Export Promotion Council.

### **Alexander Shainikov, General Manager of EXPO FUSION LLC:**

*“The CPM exhibition has successfully crossed the 20-year threshold and looks into the future with great optimism, observing the high activity of market participants. It is important and honorable for the international project team to be at the epicenter of the development of an entire industry; we plan to introduce something new into the work of the site every year, meeting the expectations and needs of participants and visitors”.*

### **Nikolay Yartsev, CPM Project Director:**

*“In the anniversary season, the area and exposure of CPM increased by 30% – and this is not only an indicator of success, but also proof of the entire market demand for the format. Thanks to a business forum schedule, show program and special projects, we reveal many facets of the fashion industry – from production and sales to promotion, offering participants and guests a universal, convenient and effective platform for networking, negotiations and deals”.*

The specialized exhibition of lingerie, swimwear, homewear and fitness, **dreams by CPM**, which presented 80 brands from 19 countries, has grown by more than 50% since the previous season. The exhibition was complemented by a program of **dreams selected** catwalk shows from premium brands (Chantelle X, Fisico, Paladini, Shan, Sea Level and Luli Fama) and mid-segment brands (Fashion Tayt, Pascara, Yarche and Forstoring). In addition, as part of the expert lecture **RFRF dreams dialogue**, eight meetings were held on various aspects of the development of the lingerie business –

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with Natalya Chinenova, Elena Stolyarskaya and Viktor Malygin from the Fashion Consulting Group agency, Elena Elizarova from the Caterina Group holding, influencer Tatyana Koicheva, founder of the Rodasoleil brand Irina Rubinstein, Elena Kagirowa from MK-agency, and the author of the Telegram channel Fashion Upgrade Olga Steinberg.

The special section **CPM shop & retail solutions** exhibition received noticeable development in the past season, the participants of which were companies offering commercial equipment and services for retail: Torgkomplekt, STK Lighting Systems, Ozon and many others. As part of the event, a specialized annual **CPM shop & retail solutions awards** was established, which took place on the main stage of the exhibition on August 31. The host of the ceremony and chairman of the expert jury, Marina Polkovnikova, founder of VMC Retail, named the winners in five categories, including the companies RedLine, Griol, Fabian Smith, SalonBeliya and Estelle Adony. The partners of the project were Design Studio Mannequin, School-Studio of Showcase Design, Fashion Consulting Group, VM Guru, ArtPac, Virtu, STK Lighting Systems, Store Building Center Torgkomplekt, Incrua, Future Creative Department and PROfashion Publishing House.

A striking element of the exhibition was the two-day program of catwalk shows at the **CPM fashion stage**, the schedule of which included presentations of more than 40 brands from Russia, Turkiye, Italy, Germany, France, Denmark, Switzerland, Romania and China. Particular attention of the exhibition guests was attracted by the evening shows of the first day, dedicated to the anniversary: Akhmadullina Dreams, Co.Go by 5Donna Showroom, OZ Fashion, Kogel, Vivo Style, Elena Popova, Vassa&Co and Victoria Andreyanova. The fashion shows were attended by Vlad Lisovets, Victoria Davydova, Urate Gorauskaite, Konstantin Gayday, Snezhina Kulova, Alexander Siradekian, Polina Askeri, Olesya Sudzilovskaya and the chief makeup artist of the CPM anniversary season, Vladimir Kalinchev. The CPM fashion stage shows were held with the support of the AlterEgo Italy podium team and RBG Russian Beauty Guru, as well as the brands HH Simonsen, Keddo, Zlata Peczkowska, Fashion TV channel and U Magazine.

For four days of the CPM exhibition, one of the largest business forums in Russia, **RFRF Russian Fashion Retail Forum**, also took place. 100 leading fashion industry experts in the areas of business development, retail, trends, merchandising, education and career, retail real estate management, implementation of innovative technologies, wholesale and retail trade, promotion and sales on marketplace platforms and others took part in 34 events of the business program. The forum was attended by the companies Sberanalytics, Rabota.ru, Trend Island, Lamoda, Melon Fashion Group, EuroTransExpedition, 1C, Caterina Group, Eleganza. The partners of the RFRF business forum were Fashion Consulting Group, RBC Market Research, RAFI Association, Avito, Ozon, EAL Group, Retail.ru and Modny Magazin platforms, the leading school of business education in the field of fashion Fashion Factory School, Fashion Upgrade, Academy of fashion-marketing, New Retail Forum, Shopping Centers Russia, international trend agencies FashionSnoops, Trendsite (London), and Carlin Creative and creative agency Real Profit Group.

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Leading educational institutions working in the field of creative industries traditionally took part in the exhibition: Center for the Development of Competencies in the Fashion Industry of the Russian Economic University named after Plekhanov, Technological Institute of Textile and Light Industry of the Russian State University named after Kosygin, Institute of Arts of the Russian State University named after Kosygin and Ivanovo Polytechnic. In addition, the heads of the HSE School of Design and fashion programs of the British Higher School of Art & Design also took part in the RFRF business forum.

*In parallel with CPM, an exhibition of the footwear industry and accessories, Euro Shoes Premiere Collection @CPM, was held in pavilion 1 of the Expocentre, as well as a business platform for fabric manufacturers, Textile Salon, in the Afimall City shopping center. The organizers of all three events noted not only the significant growth of projects, but also the effectiveness of the alliance format of the CPM, Euro Shoes @CPM and Textile Salon exhibitions.*

The CPM exhibition has traditionally aroused great interest not only among manufacturers, buyers and fashion industry experts, but also – celebrities. Among the guests of the anniversary season were famous designers, actors, musicians and TV presenters – Alexander Vasiliev, Victoria Andreyanova, Vassa, Lina Dembikova, Alisa Grebenshchikova, Margarita Mitrofanova, Nikita Tarasov, Evgenia Malakhova, Larisa Verbitskaya, Olga Kabo, Anna Nevskaya and many others. As part of a large-scale program of public talks, lectures and fashion shows, a vibrant presentation of a new collection of 13 exquisite fragrances for the home interior, retail space and car interior from the fragrance stylists of the COBA brand took place. The partners of the exhibition in the anniversary season were the companies Third Sense, Vivo Style and By Chubaruk.

The upcoming 41st season of the CPM – Collection Première Moscow, as well as the exhibition of lingerie, swimwear, homewear and fitness – dreams by CPM and the RFRF Russian Fashion Retail Forum will take place from February 19 to 22, 2024. Manufacturers from dozens of countries around the world will present collections for the fall-winter 2024/25 season at the Expocentre Fairgrounds.

You can follow the news on the official websites of the projects and on social networks:

CPM: [cpm-moscow.com](http://cpm-moscow.com) / [telegram](#) / [vk](#)

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

RFRF: [rfrf-moscow.ru](http://rfrf-moscow.ru)

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