



## CPM EXHIBITION OPENS NEW SEASON

From February 19 to 22, 2024, the leading international fashion exhibition in Russia and Central Asia, *CPM – Collection Première Moscow*, will take place in Moscow. The main event for the industry, which traditionally launches the business activity of the season, will bring together about a thousand clothing and accessories brands.

In February, at the Expocentre Fairgrounds, manufacturers from dozens of countries, including Russia, Belarus, Armenia, Kazakhstan, Turkiye, Italy, Germany, China and many others, present collections for the Fall-Winter 2024/25 to retailers. For four days, the exhibition will become not only the most powerful platform for generating pre-orders, but also a central fashion platform: collective and monobrand shows will take place at the *CPM fashion stage* space with the support of a professional team of stylists and the Fashion TV.

The site will also host the lingerie industry exhibition *dreams by CPM*, where more than 100 international brands will present new collections. Particular attention in the upcoming season will be paid to the *active* segment and the direction of clothing for fitness and yoga, a growing interest in which has been observed among manufacturers in recent years.

An important component of CPM will be Russia's largest specialized business forum for the fashion industry – *RFRF Russian Fashion Retail Forum*. More than a 100 of the brightest market experts and top managers of leading industry players will share fresh analytics, up-to-date tools and effective practices for launching, managing and developing business.

Traditionally, CPM will host the finals of the annual *PROfashion Masters* contest for young designers and the *CPM shop & retail solutions*, dedicated to commercial equipment and services for retail. Visitors will also be able to explore leading educational institutions in the creative industries, learn about career opportunities and receive advice in the fields of strategy, marketing and sales from consulting agencies at their booths. Thanks to active interaction with the entire market and regular work with strategic partners, the CPM exhibition has for many years served as an important platform for communication and finding new business contacts, professional growth and development of specialists, accumulating and increasing expertise and knowledge base.

You can follow the exhibition news on the official website and social networks:

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

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