



THE LARGEST BUYING SESSION STARTS ON CPM

On February 19, the largest exhibition of the fashion industry in Russia and Central Asia, CPM – Collection Première Moscow, will open in Moscow, marking the beginning of a new business season and bringing together the largest selection of fashion brands at the Expocentre Fairgrounds.

For more than 20 years, the seasonal event has been the country's largest platform for generating pre-orders for collections of clothing and accessories for the next season. In addition to presentations at stands, dozens of companies organize fashion shows on the CPM fashion stage, and hundreds of experts and influencers take part in the RFRF – Russian Fashion Retail Forum. From February 19 to 22, 2024, about **900 brands** from Russia, Belarus, Kyrgyzstan, Turkiye, Italy, Germany, China, Iran and more than 15 countries will present collections for the Fall-Winter 2024/25 season to retailers.

Along with casual, street, business and evening fashion, at CPM will be able to see the latest brands of homewear, fitness and yoga, lingerie and swimwear - in the **dreams by CPM** space, located in the **Forum** hall. Reflecting the vectors and dynamics of the market, the emphasis in this part of the exhibition will be on the active segment, whose manufacturers, along with lingerie brands, will take part in the dreams selected show program of catwalks.

In addition, local conceptual brands in the **CPM brand corner** section, including Lena Popova, Vereteno, Julia Fom, STESHA, GAMELIA and others, will be able to attract the attention of buyers. Exhibition newcomers invited to participate in the special project **CPM designerpool** - ÓNOMA:, OVRŠ2 by JULIA MEDNIK (Belarus), MAZHARYN fashion (Belarus), grassbrand - will occupy the space of the dawn gallery of the Expocentre in front of hall 2.4, which houses the main stage of the RFRF business forum and CPM Press center.

Public-talks of the **Russian Fashion Retail Forum** will cover the topics of intra-industrial competition between trade formats of shops in shopping centers and department stores, marketplaces and wholesale, own offline and online retail, marketing and PR tools, merchandising and personal shopping, traditional and digital sales tools and other. Also, as part of the RFRF meetup sessions program, narrowly thematic meetings will be held with a number of experts - from business strategy consultants to trend analysts.

As part of the special program **CPM fashion stage** in the hall **8.3**, the first two days of the exhibition will be able to visit dozens of catwalk shows, the schedule will open with a fashion show of the **CHAPURIN** brand, and on the third day the site will host an open lecture from the London trend bureau **TRENDSITE**, a large-scale master class from the Academy of fashion-marketing, a stylish show presentation by fragrance stylists of the COBA brand, as well as the final of the annual professional contest for young designers PROfashion Masters.

The **Forum** hall will host stands of participants in the **CPM shop & retail solutions** section, dedicated to commercial equipment and a wide variety of services for retail - from store construction to

ELENA OBEREMOVA

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

OberemovaE@expo-fusion.ru



financial, legal and logistic business support. Fashion brands from **Europe** – Italy, Germany, France, Greece and other countries – will be presented in the same hall.

In the new hall **3**, buyers will be able to meet new suppliers from China, India and Iran; in three exhibition halls of the pavilion **2** - with brands from Russia and Belarus; in halls **8.1, 8.2 and 8.3** - with actual selections from Turkish manufacturers and brands.

Visitors to the exhibition will traditionally have the opportunity to get acquainted with leading educational institutions in the field of creative industries in the **CPM school** space, learn about relevant vacancies and leave their own cv at the **CPM fashion connect** stand, receive expert advice in the areas of strategy, marketing and sales from consulting agencies in the Fashion corners Consulting Group, RAFI, Bee-Online, Fashion pumping and others.

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

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

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