



Calendar of events of the 41st CPM exhibition

On February 19, the 41st exhibition CPM – Collection Première Moscow starts at the Expocentre Fairgrounds. In the new season, the exhibition will occupy an area of 28,000 sq.m., will be located in pavilions No. 3 and Forum, as well as halls 8.1, 8.2, 8.3, 2.1, 2.2, 2.3 and Foyer and will include more than 900 brands from 27 countries with Fall-Winter 2024/25 collections.

On February 19, 12:00 in Hall 8.3, the official opening ceremony of the 41st season of the CPM exhibition will take place on the CPM fashion stage. Guests and participants will be greeted by the project leaders, as well as key Russian and international partners in the organization. After the official part, the fashion show **CPM Opening Show** will await those gathered.

On February 19 at 18:00 in Hall 8.3, as part of a special evening show of the CPM Gala Show, new collections of famous Russian designer brands, including Chapurin, Akhmadullina Dreams, Eleganza and others, will be presented on the catwalk. The show will take place with the participation of the creative team of fashion producer Artem Krivda.

February 19-22 from 11:00 to 18:00. The four-day business forum of the fashion industry **RFRF - Russian Fashion Retail Forum** will become the leading platform of the season for business communication and the exchange of experience and knowledge. About 100 speakers and more than 1,500 guests will take part in the program. The business forum consists of four streams - public-talks RFRF main stage (hall 2.4), workshop sessions RFRF meetup (hall 8.4 conference room No. 3), expert lectures of the lingerie market RFRF dreams dialogue (pavilion Forum), as well as a platform for open lectures RFRF fashion stage in hall 8.3.

The dreams by CPM exhibition will take place within the framework of CPM in the Forum pavilion. The project unites all areas of the lingerie business - lingerie, homewear, beach fashion and clothing for fitness and active life, as well as fashion-erotica. Buyers will be able to find new products from 60 brands from 7 countries, hold negotiations and attend catwalk shows of *dreams selected show* collections.

On February 19 and 20, the **CPM fashion stage** program of catwalk shows will take place in hall 8.3. Guests will be presented with mono-brand and group shows from Russian and international clothing brands, including Vivo Style, AmaiaToGo, Garicci, Adelina Fur Collection, Business Line, Ante Kovac, and others.

On February 21, guests of the exhibition will enjoy a rich program of open events in the **CPM fashion stage of hall 8.3**: at 12:00 there will be an open lecture by the London trend bureau Trendsite, at 13:00 - a lecture from the Academy of fashion-marketing on how to increase sales in a month 25%, at 14:00 - a unique presentation of a collection of designer fragrances for retail COBA Aroma Show, and at 15:00 - the final and gala show of the X All-Russian clothing design contest PROfashion Masters.

February 19-20 at 15:00. Show of participants of the special project to support emerging talents of the exhibition - **CPM designerpool** - new collections will be presented by the brands ÓNOMA:, OVR52 by JULIA MEDNIK, MAZHARYN fashion, grassbrand and MX26.

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In the halls of **pavilion 2** you will find collections of manufacturers from Russia and the EAEU countries, in **pavilion 8** - Turkish brands, in the **Forum pavilion** - collections from Europe, and in **pavilion 3** - participants from China, India, Iran and other countries.

The exhibition's special projects will continue to operate in the **Foyer and Gallery** – the networking platform for finding jobs, employees and partners **CPM fashion connect**, the specialized contract manufacturing platform **Bee-Online.ru** and the educational section with the country's leading creative educational institutions **CPM school**.

In **Hall 2.3**, buyers will find an exposition of the **CPM details** section, representing manufacturers of handmade accessories and jewelry, as well as the **CPM brand corner**, uniting emerging local clothing brands.

The Forum pavilion will feature service companies for retail and store construction from the **CPM shop & retail solutions** section of the exhibition.

February 19-22, Foyer. After several seasons, the team of stylists at the CPM exhibition again presents to your attention the space of current trends. In the welcome zone of the exhibition there will be **two trend-areas** dedicated to fashionable casual style and sports trends - with the support of participants in the CPM shop & retail solutions section and CPM exhibiting brands.

Strategic partners of the exhibition: Fashion Consulting Group, RBC Market Research, Sber Business Soft, Yandex Market, Yandex Advertising, PROfashion, RAFI, FashiON Sfera, Carlin Creative Trend Bureau, Trendsite, Retail.ru, Dynasty Agency, Fashion Upgrade media, Shtab, STK Lighting Systems, Selecta, Torgcomplect, New Retail Forum, Academy of fashion marketing, PR Trend, Third Sence, COBA, Euro Shoes @CPM, Textile Salon, Restaurant Collective Narkomfin, By Chubaruk, LevelPro, Vivo Style, Plazan, NanoAsia, Karl Bolt, Petite, MONÉ Professional, Keddo, Real Profit Group.

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RFRF: rfrf-moscow.ru

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