



CPM EXHIBITION WAS HELD IN MOSCOW

For four days from February 19 to 22, the CPM – Collection Première Moscow fashion fair at the Expocentre Fairgrounds was the main business platform for the fashion industry – designers, manufacturers, distributors and retailers, service and analytical companies, specialized media and influencers.

More than 950 brands from 27 countries presented new collections of clothing, lingerie and accessories for the Fall-Winter 2024/25. The exhibition was visited by more than 21,000 buyers from all regions of Russia, as well as EAEU countries. More than 100 speakers and 1,200 guests took part in the Russian Fashion Retail Forum. The season has strengthened CPM's strategic partnership with associations, manufacturers and brands from Italy, Turkiye, China and India.

Alexander Shaynikov, CEO of Expo Fusion: "We are seeing a steady increase in the participation of both Russian and international companies and predict that this trend will continue in the near future. CPM has been and remains an important driver for the development and support of the fashion industry".

An important part of the CPM was the program of catwalk shows, in which exhibiting companies took part: Chapurin, Akhmadullina Dreams, Eleganza, Vivo Style, Business Line, Ante Kovac, Sollery Showroom, Elena Popova, Global Nomads, Truvor, Clever Wear, Garicci, Maraton and Altin Swimwear, as well as invited brands shown as part of the CPM Gala Show: Valentin Yudashkin, Artem Krivda, Hamper, You Wanna, Closer Couture, Botrois, The Date, 495 denim, Masterpeace, Femme by Viquious, 4Forms, Like Yana, Auch, Klewer, Adel Gallery of Style, Shoes Lab by Galina Volkova.

The collections of the next season were presented by a styling team at the CPM in two trend areas dedicated to everyday fashion style and fitness - with the support of participants of the CPM shop & retail solutions section – STK Lighting Systems, Torgkomplekt, Design Studio Manneken and Selecta, and also brands Akhmadullina Dreams, Eleganza, Vivo Style, Pepen, Kenbey, Suit Astoria, Velocity, Deha and distribution brands of the Caterina Group holding - Calida, Hanro, Naturana and Chantelle.

Nikolay Yartsev, director of the CPM: "Our platform has become more open to the presentation of the design segment - not only industrial collections, but also small-run ones. This was also reflected in the show program, special projects CPM brand corner and CPM designerpool, as well as in the trend area, which became a point of attraction for guests".

Alberto Scaccioni, CEO of EMI - Ente Moda Italia: "I am very impressed by the quality of the Russian brands participating at CPM, because in fashion it is important to develop local design. Fashion is about the exchange of ideas, inspiration and communication between different countries and cultures. Italian companies are glad to have the opportunity to participate in the exhibition and the Russian market is one of their highest priorities".

ELENA OBEREMOVA

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

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

OberemovaE@expo-fusion.ru



Evindar Akcan, representative of Expo Fusion in Turkiye: “We see how the market has finally recovered after the pandemic and active growth of participants, buyers and transactions. This season, manufacturers from Turkiye met with old and new clients and held a lot of negotiations, and buyers saw the previous scale of the CPM exhibition - 11 halls, 950 brands, tens of thousands of visitors - all this is very inspiring”.

The exhibition project **dreams by CPM**, uniting manufacturers of lingerie, swimwear, homewear and fitness fashion, presented 90 brands from 8 countries, as well as a program of interactive presentations and specialized lectures. Visitors were shown a unique exhibition of Simone Pérèle by Caterina Group, dedicated to the 75th anniversary of the famous French lingerie brand. Next brands were active participants this season: Chantelle, Agent Charmeur, Velocity, DIM, LVG, Clever, Figurata, Fore, Fordas, Isaora, Estetic Sports, Bliss Beach, Aqua Regina, Anil, Altin Swimwear and many others.

Maria Zhdanova, project manager of dreams by CPM: “Last season, both the market and we as organizers paid serious attention to the fitness clothing segment. New players are active and promising, it’s interesting to watch the dynamics of their development and have the opportunity to support them at the trend area of the exhibition, this is not the first time”.

Last season, the Russian Fashion Retail Forum included 38 events – public talks with the participation of Fashion Consulting Group, RBC Market Research, Lamoda, fashion brands Monochrome, Sl1p, Just Clothes, Voice Shopping and Shopping Centers Russia publications, analysts, stylists and many experts. Particular attention was paid to meetup meetings with Yandex Market, Sber Business Soft and the Dynasty agency, dedicated to the development of online and offline sales, as well as new technologies in this area. In addition, guests and CPM participants showed active interest in the open lectures of the London trend bureau Trendsites.com and the Academy of fashion-marketing, as well as the final and gala show of the PROfashion Masters contest for young fashion designers.

CPM is one of the most significant events in the capital for many media personalities. The 41st season was visited by Maxim Averin, Olesya Sudzilovskaya, Evgenia Linovich, Margarita Mitrofanova, Glafira Tarkhanova, Tatiana Vedeneeva, Larisa Verbitskaya, Nikita Tarasov, Elena Kuletskaya, Irina Bezrukova, Irina Chaikovskaya, Nikolai Ovechkin, Ekaterina Drobysh, Irina Lachina, Snezhina Kulova, Elena Ishcheeva and many others.

Elena Oberemova, head of marketing of Expo Fusion: “Every season we solve the problem of attracting new audiences, new participants and partners, and regularly implement bright and beautiful projects with media, fashion producers and brands. But the main thing is that the CPM solves a lot of marketing tasks for participants: from advertising and targeted communication with b2b audiences through business events, mailings and social networks to organizing catwalks, fashion shootings, integration with influencers and celebrities”.

CPM strategic partners: Fashion Consulting Group, RBC Market Research, Sber Business Soft, Yandex Market, Yandex Advertising, PROfashion, RAFI, FashiON Sfera, Carlin Creative Trend Bureau, Trend

ELENA OBEREMOVA

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

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

OberemovaE@expo-fusion.ru



site.com, Retail.ru, Dynasty agency, Fashion Upgrade media, Shtab, STK Lighting systems, Selecta, Torgkomplekt, New Retail Forum, Academy of fashion-marketing, PR Trend, Third Sense, COBA, Euro Shoes @CPM, Textile Salon, Restaurant Collective Narkomfin, brands By Chubaruk, LevelPro, Vivo Style, Plazan, NanoAsia, Karl Bolt , Petite, MONÉ PROFESSIONAL, KEDDO, and Real Profit Group.

Follow CPM news, dreams by CPM and RFRF

on official websites and social networks:

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

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

RFRF: rfrf-moscow.ru

ELENA OBEREMOVA

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

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

OberemovaE@expo-fusion.ru