



CPM EXHIBITION SHOWS GROWTH

The fashion exhibition CPM - Collection Première Moscow has been the largest and key business platform for manufacturers and retailers of ready-to-wear clothing for many years. On the eve of the 42nd season, which will take place from August 26 to 29 at the Expocentre Fairgrounds, the organizers are sharing details of the upcoming event.

Over 900 fashion brands representing 25 countries will take part in the CPM. Large-scale expositions will be demonstrated by exhibitors from Turkiye, China, Italy and Belarus, the largest area will be occupied by more than 300 manufacturers from 40 regions of Russia. The total exhibition area will exceed 40,000 sq.m. in 12 pavilions of the complex.

CPM traditionally works with a variety of retail segments – from mass market chains to exclusive premium boutiques, offering each exhibition guest a decent and varied selection in his market segment in women's and men's clothing, as well as lingerie, swimwear, resort fashion, homewear and fitness wear – within the framework of the exhibition **dreams by CPM**. According to the organizers' assessment, in August the site will be visited by over 22,000 specialists, including buyers from retail chains, department stores, multibranded stores, niche concept stores, large sellers and top managers of the “Big Five” marketplaces, as well as experts and entrepreneurs from the fashion industry.

Nikolay Yartsev, director of the CPM:

“Two months before the exhibition, more than 85% of the area was sold. The project is showing strong growth: thus, the dynamics of participation year-to-year will exceed 10%, and attendance – 20%. However, not only quantitative, but also qualitative indicators are important, and therefore, for the second time, the award ceremony of fashion retail concepts CPM shop & retail solutions awards, which was a great success a year ago among participating brands and retailers from the capital and regions, will be held”.

The segment of service companies for fashion retail **CPM shop & retail solutions** will occupy an important place at CPM: manufacturers of retail equipment, packaging and IT solutions for retail, marketplaces and logistics companies will show their developments.

Visitors will also be able to get inspired by the **CPM trend area** of women's, men's and beach fashion, attend bright catwalks, join expert public-talks at the **Russian Fashion Retail Forum** and get acquainted with the leading creative educational centers of Russia.

The upcoming season of the largest international fashion fair in Russia and Central Asia, CPM, will be held at the Expocentre Fairgrounds from August 26 to 29, 2024.

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