



CPM EXHIBITION WILL UPDATE ITS EXPOSITION

On August 26, 2024, the largest fashion industry exhibition in Russia and Central Asia, CPM — Collection Première Moscow, will open its 42nd season at the Expocentre Central Exhibition Complex. The venue will bring together more than 900 clothing manufacturers from 25 countries and about 20 thousand local retailers.

Visitors can expect a rich program of business activities at the **Russian Fashion Retail Forum**, an expanded exposition of the **CPM shop & retail solutions** section, bright and inspiring trend zones in the main foyer, many new names in the brand list of all sections of the exhibition, as well as a schedule of catwalk shows, which will be opened on August 26 at 12:00 by the famous Russian brand **Chapurin**.

Buyers will be able to find a wide selection of collections in pavilions with Russian, Belarusian, Turkish, Italian and Chinese manufacturers. In the 42nd season, the organizers will present updated zoning: thus, the exhibition project **dreams by CPM** with brands of underwear, swimwear, clothing for fitness, home and sleep will move to hall 2.4 of the lower level gallery.

The Forum pavilion will feature a full-fledged men's fashion segment **CPM menswear** with stands of companies from different countries, including such well-known participants as Truvor, Sudar, Climber, Marc O'Polo and many others. In support of the development of this area, a bright multi-brand show of men's clothing brands **CPM menswear gala show** will take place on the exhibition podium on the evening of August 26.

Service companies and suppliers of retail equipment gathered in the **CPM shop & retail solutions** section will be located at the entrance to the Forum pavilion. The point of attention of visitors to this part of the exhibition will be a full-size model of a conceptual boutique created in partnership with VMC-Retail and including all design elements - from display cases, cash registers and fitting rooms to lighting and trade equipment. In addition, for the second time, the specialized **CPM shop & retail solutions awards** will be held, where the best projects in the field of retail space design, display case design and fitting room design will be selected by an expert council. The prize fund of the project includes free participation in CPM, educational and audit certificates, the latest samples of retail equipment. Applications for the award are accepted on the website until August 4, and the award ceremony will be held on August 28 at the catwalk area.

The main stage of the **RFRF Business Forum** will also change its location – 15 public talks covering all areas of market development, as well as a business breakfast on the final day of the exhibition, will be held in the Buffet Hall of the lower level gallery.

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

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