



THE LARGEST FASHION BUSINESS FORUM WILL BE HELD AT THE CPM

From August 26 to 29, the Russian Fashion Retail Forum will be held at the Expocentre Fairgrounds at the main exhibition of the Russian fashion industry, CPM — Collection Première Moscow, bringing together 125 leading market experts in 50 business sessions.

For 16 years, the **Russian Fashion Retail Forum** has invariably brought together key players in the fashion market at the CPM exhibition. The new season will break all records of previous years: for the first time, business events will be held in five streams and will cover the widest possible range of topics — from business strategies, assortment policy and marketing to multidisciplinary trend reviews, logistics and innovative services for retail. The key strategic partners will be Fashion Consulting Group, RBC Market Research, RAFI Association and VMC Retail.

The first day of the **Business Forum** is traditionally devoted to the analysis of business strategies. The main stage (*RFRF main stage stream*) will host public-talks on the adaptation of international brands to the new realities of the Russian market, development vectors of shopping centers and offline retail, models for scaling eCom platforms and competition for talent in the context of overheated supply. Exclusive seminars by Fashion Consulting Group (*RFRF meetup stream*) will cover topics of developing wholesale distribution channels, monetizing intellectual property, sales through social networks, merchandising and trends, as well as customer service. The dreams by CPM platform with collections of lingerie, swimwear, fitness, home and sleepwear will present an expert lecture on trends in its segment, as well as a business cocktail from Caterina Group, dedicated to the 140th anniversary of the Swiss brand Hanro (*RFRF dreams dialogue stream*).

The second day of the **Russian Fashion Retail Forum** is focused on maximum practical benefit. Thus, on the main stage (*RFRF main stage stream*), all five public-talks will be dedicated to the fashion assortment and a versatile approach to its effective formation - through global and local trends, merchandising and communication with consumers, segmental market analysis, as well as marketing tools in collaboration cases. Expert seminars (*RFRF meetup stream*) will demonstrate a cross-industry view of the fashion business – through the practice of working with a licensed product (Leon Fashion), online promotion (Webit), effective assortment adjustment (Galina Kravchenko), a new role of a stylist in retail (Art & Image) and non-standard marketing (Academy of Fashion Marketing). Another anniversary event will be held at the dreams by CPM hall – a business breakfast in honor of the 20th anniversary of the specialized media Lingerie Magazine, as well as a lecture on effective ways to increase sales in the lingerie industry (*RFRF dreams dialogue stream*). The exhibition guests will be presented with a completely new platform – the conceptual store **CPM SHOP & RETAIL**, modeling the current design of the sales area and fitting area, and demonstrating advanced technologies in the field of security, digital marketing and other areas. **On August 27 from 13:00 to 18:00**, visitors will be presented with a series of specialized workshops (*RFRF shop & retail workshops stream*) from VMC Retail, Tochka Opory, Electronic Money, Antivor, VM Group, Art & Image, Third Sense, Wowpacks, as well as fashion assortment management expert Galina Kravchenko.

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The third day of the **Business Forum** will reveal a wide range of topics related to creativity and development. On the main stage (*RFRF main stage stream*), speakers will discuss working PR concepts, popular SMM content, trends in the development of modern media, bright cases in the field of branding and fashion marketing. Experts of meetup sessions (*RFRF meetup stream*) will talk about support for creative entrepreneurs (RAFI Association), internal sources of effectively monetized assortment (Dynasty Agency), building a personal brand (MUS Magazine), secrets of avoiding mistakes when running social networks (KAGIROVA), as well as flexibility in logistics (Fesco). The dreams by CPM exhibition will offer guests a business breakfast by Sollery Fashion showroom, dedicated to technologies in the lingerie industry, as well as a master class on bra-fitting from one of the leading specialists in the market. Another special stream, organized at the CPM catwalks hall (*RFRF fashion stage stream*), will include three exclusive events: a lecture from CRPT (operator of the national product labeling system Chestny Znak) on the new rules for labeling ready-to-wear products in the fashion industry; a presentation of trends for the Fall-Winter 2025/26 by the London trend bureau Trendsite.com; as well as a public-talk on fashion retail concepts and an ceremony for store design of retail spaces and merchandising **CPM shop & retail solutions award 2024** (moderator and host - Marina Polkovnikova, VMC Retail).

On the final day of the **Russian Fashion Retail Forum**, organizers invite clothing, lingerie and accessories manufacturers to the business breakfast “Buyer’s Request”, organized in collaboration with the Fashion Upgrade Media PR agency and Telegram channel and podcast, as well as the business scaling agency SHTAB.

Partners of the CPM Business Forum RFRF: Fashion Consulting Group, RBC Market Research, RAFI Association, PROfashion, VMC Retail, Shopping Centers Russia, Retail.ru, New Retail Forum, New-Retail.ru, Art & Image, Fashion Sfera, Licensing Market Bulletin, Svet PR, KAGIROVA, Academy of Fashion Marketing, Fashion Upgrade Media, SHTAB, Leon Fashion, Webit, Galina Kravchenko, Dynasty Agency, Fesco, Trendsite.com, Carlin Creative Trend Bureau, as well as CRPT / Chestny Znak.

The upcoming season of the RFRF Business Forum and CPM will take place at the Expocentre Fairgrounds from August 26 to 29, 2024.

Follow the news on the websites and social networks:

rfrf-moscow.ru / cpm-moscow.ru / [telegram](https://t.me/rfrfmoscow) / [vk](https://vk.com/rfrfmoscow)

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