



READY-MADE SOLUTIONS FOR RETAIL AT THE CPM

From August 26 to 29, the main exhibition of the fashion industry of Russia and Central Asia CPM — Collection Première Moscow will feature an expanded exposition of companies producing retail equipment and service providers focused on the comprehensive provision and development of stores.

Visitors will be presented with more than 900 manufacturers of clothing, lingerie and accessories from 25 countries, including Russia, Belarus, Turkiye, China, and others. The **CPM shop & retail solutions** section will be located in the Forum hall along with stands of brands from Italy and other European countries, as well as a special section CPM menswear. Developing the segment of retail equipment and services for retail over many years, the organizers have achieved considerable attention from players in this part of the market. Thus, the following companies will take part in the new season of the exhibition: TORGKOMPLEKT, RUSMANEKEN, ANTIVOR, STK LIGHTNING, GEFEST, ARTPACK, WOWPACKS, WESHINE LABEL, GOLD-TEXTILE, JIAYE GARMENT ACCESSORIES, SMART STEAM, ART & IMAGE, VM GROUP, VM_BURO, CARGO TRANS, CHINAROS, VICTORIA LOGISTICA, ATC C&L, SILK ROAD, VSF and others.

The center of the exposition will be a full-size prototype of a concept store with an area of 56 sq.m. **CPM SHOP & RETAIL**, developed in cooperation with VMC Retail in cooperation with Divan.ru, Tochka Opory, Gefest, Wood.Root, KARE, Rusmaneken, Anti-thief, Electronic Money, Third sense. This space will reflect trends in retail design and equipment for the full-fledged functioning of a fashion store. The key goal of the project is to show that creating a stylish and aesthetic retail space using affordable materials is absolutely real. Retailers will be able to see new solutions in the field of anti-theft systems, ergonomic technical rooms, and fitting rooms, where the competent distribution of light and aromas creates an atmosphere conducive to shopping. CPM SHOP & RETAIL is a clear example of what a modern store should be: comfortable, interesting, and most importantly - profitable.

On August 27 from 13:00 to 18:00, a series of **CPM shop & retail workshops** will be held in this conceptual space, dedicated to current solutions for technical equipment of stores, working with assortment, merchandising and other important aspects of the effective functioning and development of a retail store. Speakers list include leading experts in their fields: Marina Polkovnikova (VMC Retail), Tatiana Klyuchkova (Tochka Opory), Dmitry Chidirov (Electronic Money), Galina Kravchenko (assortment expert for fashion brands), Oleg Belyaev (Anti-thief), Oksana Skvortsova (VM Group), Irina Dmitrieva (Art & Image), Natalia Pavlovich (Third Sense) and Varvara Kononova (Wowpacks).

On August 28 at 15:00, the specialized **CPM shop & retail solutions awards 2024** will take place, where the best projects in the field of retail space design, window dressing and fitting room design will be selected by an expert council. The prize fund includes free participation at CPM, educational and audit certificates, and the latest samples of retail equipment. The award will include a public-talk dedicated to the discussion of fashion retail concepts, which will be hosted by Marina Polkovnikova

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(VMC Retail), as well as a special event **shop & retail young** with the support of VIRTU – a competition block for young designers and architects. Other nominations include commercial installation, organization of a fitting room area, store concept at the draft and implemented stages for the mass, middle and premium segments.

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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