



BUSINESS BREAKFAST OF THE MAIN FASHION EXHIBITION CPM TOOK PLACE IN BUTLER RESTAURANT

On August 6, a business breakfast dedicated to the upcoming international fashion exhibition CPM — Collection Première Moscow, the largest industrial event in Russia, was held in the exquisite Italian restaurant BUTLER. The event was attended by: Olga Ushakova, Victoria Yatsenko, Alena Litkovets, Evgeny Demchenko, Sergey Surkov, as well as representatives of the exhibition partner companies - Fashion Consulting Group, RAFI, Fashion Sfera, Third Sense, Euro Shoes, Textile Salon, Expocentre Central Exhibition Complex and many others.

Photos of the guests are available at the [link](#).

The official part of the event was opened by the Marketing Director of the organizing company - Expo Fusion - Elena Oberemova, who shared with the guests the key news of the CPM exhibition and a number of special projects awaiting participants and visitors in the upcoming season - from August 26 to 29 at the Expocentre Fairgrounds. She paid special attention to the fact that for the first time for buyers a special space with a selection of men's fashion from local and foreign brands will be organized, and in its support the CPM Menswear Gala Show will be held.

In 11 pavilions of the complex, over 900 clothing and accessories brands from 25 countries will present their spring-summer 2025 collections. According to the organizers, the event will be attended by over 20 thousand buyers from many Russian regions and the EAEU countries. Among the key events of the upcoming season is a two-day busy schedule of catwalk shows, including a bright lingerie show from brands from Brazil, Australia, Spain and the USA; an atmospheric space of trends, zoned by segments of women's, men's and beach fashion; three streams of the business forum with the participation of one hundred leading companies and market experts; as well as a presentation of next year's campaign, created by a team of stylists and designers from CPM using generative neural network technologies.

The exhibition will be opened on August 26 with a show of the season's headliner, the CHAPURIN brand, whose new collection can also be seen at the stand. The key segments of the exhibition will be women's and men's fashion, underwear, swimwear, fitness, home and sleepwear, as well as retail equipment and services for clothing retailers. The largest participating countries are Russia, Turkey, Italy and China.

The partners of the business breakfast were the aroma brand Coba, the floral boutique "Color of Happiness" and the corporate floristry center "Brand-bouquet".

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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