



CALENDAR OF EVENTS OF THE 42nd CPM

The 42nd **CPM – Collection Première Moscow** starts on August 26 at the Expocentre Fairgrounds. In the new season, the exposition will occupy an area of 40,000 sq. m., located in pavilions No. 3 and Forum, halls 8.1, 8.2, 8.3, 2.1, 2.2, 2.3, 2.4 and the Foyer and will include more than 900 brands from 33 countries with SS' 2025 collections.

On August 26 at 12:00 in hall 8.3, the official opening ceremony of the 42nd season of the CPM exhibition will take place on the **CPM fashion stage** podium. Guests and participants will be greeted by the project managers, as well as key Russian and international partners in the organization and an honorary participant – designer **Igor Chapurin**. At the end of the official part, the attendees will be treated to a fashion show by **CHAPURIN**.

On August 26 at 15:00 in hall 8.3, the special show of HANRO by CATERINA GROUP will take place, dedicated to the 140th anniversary of the famous Swiss fashion brand.

On August 26 at 17:30 in hall 8.3, as part of the **CPM Menswear Gala Show**, new collections of the brands GREEN COAST (Italy), MALAGRIDA (Italy), KEZZ (Turkiye), TRUVOR (Russia), MARC O'POLO (Germany), STAS LOPATKIN (Russia), SAINT JAMES (France) and ENRICO CERINI (Turkiye) will be presented on the catwalk.

From February 26 to 29, guests and participants of the exhibition will be treated to 50 events of the largest business forum of the fashion industry, **Russian Fashion Retail Forum**. The program will feature 125 speakers and over 1,500 guests. The business forum in the new season will consist of five streams — public talks RFRF main stage (buffet room of the lower level gallery), workshop sessions RFRF meetup (seminar room No. 3 of the lower level gallery), expert lectures of the lingerie market RFRF dreams dialogue (hall 2.4), specialized workshops on retail equipment in the new space of the CPM SHOP & RETAIL promo store (stand No. FOF10 in Forum hall) and open lectures RFRF fashion stage (catwalk area in hall 8.3).

The exhibition dreams by CPM will be held as part of CPM in hall 2.4. The project unites all areas of the lingerie business - lingerie, home and fitness clothing, beach fashion and fashion erotica. Buyers will see new collections by 70 brands from 16 countries and will be able to attend business breakfasts and lectures **dreams dialogue**.

On August 26 and 27 in hall 8.3, the program of catwalk shows **CPM fashion stage** will be held. Guests will be presented with monobrand and mixed shows from Russian and international participants, including such brands as AKHMADULLINA DREAMS (Russia), FABRIC NATION (Iran), STERN (Russia), as well as participants of presentations **CPM & dreams by CPM selected show**: PERSEY KAEN (Turkiye), GLVR (Russia), FLUFLACE ECO (Russia), YAKA (Russia), GESPER (Russia) and many others.

On August 26 and 27 at 14:00 in hall 8.3, visitors to the exhibition will be able to get acquainted with the works of local young and promising designer brands invited by the organizers to the special project **CPM designerpool** - these are KAZARIAN, REGINA ART APPAREL, STAS LOPATKIN, YULIA

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INCHINA, as well as winners of professional contests OKSANA TOMKA (Admiralty Needle, Russia) and ABRADVEYA (Melnitsa Mody, Belarus). The stands of the participants will be located in the **Forum hall**, and the collections of OKSANA TOMKA and ABRADVEYA - in the **Foyer**.

On August 27 at 16:00 in hall 8.3 there will be a show **Beach Party by American Beauty Group** with beach fashion brands BOND EYE (Australia), LENNY NIEMEYER (Brazil), LULI FAMA (Colombia), NURIA FERRER (Spain), PILYQ (Spain), SEA LEVEL (Australia).

On August 28, the exhibition guests will be treated to a program of open events CPM fashion stage in hall 8.3: at 11:00 - a seminar "New rules for marking fashion products in Russia for 2024-2025" from CRPT / Chestny Znak, at 13:00 - a lecture by the London bureau Trendsite.com with an overview of trends for Fall-Winter 2025/26, at 15:00 - a public-talk "Fashion retail concepts" and the Award Ceremony in the field of design of retail spaces **CPM shop & retail solutions awards 2024**.

The educational section with the country's leading creative educational institutions **CPM school** will continue to operate **in the Foyer and Gallery**.

In Hall 2.1 there will be stands of the networking platform for job search **CPM fashion connect** and the specialized contract manufacturing platform **Bee-Online.ru**.

In hall 2.3, buyers will find an exposition of the CPM details section with accessories and handmade jewelry and the **CPM brand corner** with local clothing brands.

In the Forum hall, an expanded exposition of service companies for retail and store construction from the **CPM shop & retail solutions** section of the exhibition will be presented, as well as a special project jointly with VMC Retail, the CPM SHOP & RETAIL promo store, demonstrating all the key developments in the field of equipment, layout and design of retail spaces of modern clothing stores.

August 26-29, Foyer. The CPM team of stylists presents a space of current trends – three trend areas dedicated to fashion women's looks, men's fashion and resort style – with the support of the companies TORGKOMPLEKT and DESIGN STUDIO "MANEKEN", as well as CPM exhibiting brands.

Strategic partners of the exhibition: iHKiB, Ente Moda Italia, CCIR, CCI France Russie, Fashion Consulting Group, RBC Market Research, PROfashion, RAFI, Shopping Centers Russia, Fashion Sfera, Art & Image, Carlin Creative Trend Bureau, Trendsite, Retail.ru, Dynasty Agency, Fashion Upgrade Media, SHTAB, Licensing Market Bulletin, KAGIROVA, Svet PR, Torgkomplekt, Design Studio Maneken, VMC Retail, New Retail Forum, New-Retail.ru, Academy of Fashion Marketing, Fesco, Webit, Galina Kravchenko, Leon Fashion, CRPT / Chestny Znak, PR Trend, Third Sense, COBA, Euro Shoes @CPM, Textile Salon, Restaurant Butler, Chellini, By Chubaruk, LevelPro, Plazan, NanoAsia, Karl Bolt, KEDDO, Petite, Tsvet Schastya, Expodat, Real Profit Group.

Follow the news on the official websites and social networks:

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