



MORE THAN 40 SHOWS TOOK PLACE AT THE CPM & DREAMS BY CPM

On August 26 and 27, at the Expocentre Fairgrounds, at the main international exhibition for the fashion industry in Russia and Central Asia – **CPM — Collection Première Moscow**, more than 40 catwalk shows with collections of men's and women's clothing and lingerie for the Spring-Summer 2025 season were held, bringing together over 2,000 buyers. In total, 950 brands from 33 countries were presented at the venue, with more than 19,000 retailers visiting their stands.

One of the most famous Russian Fashion Houses in the world, CHAPURIN, opened the 42-nd season of **CPM** with a collection in the style of quiet luxury. A long-time friend of the exhibition, Igor Chapurin not only presented new models on the catwalk, but also took part in the official opening ceremony and the start of his own stand in one of the pavilions. Further, the collective show featured the brands FLUFLACE ECO (Russia, women's lingerie), YAKA (Russia, men's and women's clothing and accessories with designer prints), PERSEY KAEN (Turkiye, exquisite women's evening wear), GESPER (Russia, debut offline presentation of a digital conceptual brand of women's wear), URTEKS (Turkiye, women's denim), ZEO BASIC (Turkiye), and GLVR (Russia, one of the most anticipated premieres of the new brand by Gulliver Group).

The special project to support young designers **CPM designerpool** has existed since the foundation of the exhibition and always surprises with new bright names of participants, who subsequently often become notable players in Russian fashion, such as Cyrille Gassiline, Dasha Gauzer, Alexander Arngoldt and many others. In the 42-nd season of CPM, R. ART APPAREL, ABRADVER by IVASHINA, YULIA INCHINA, OKSANA TOMKA, KARINA KAZARIAN and STAS LOPATKIN showed their works on the podium and at the stands.

A special place in the schedule was provided to mono-brand shows, which traditionally gather, in addition to the exhibition guests, regular customers and friends of the brands. It was in such a warm atmosphere that the shows of HANRO by CATERINA GROUP (Switzerland, show dedicated to the 140th anniversary of the brand), BUSINESS LINE (Russia, one of the key brands working in the business look style), FABRIC NATION (Iran, debutant of the exhibition), STERN (Russia, a well-known casual brand), DREAMS by ALENA AKHMADULLINA (Russia, the brand traditionally chooses the CPM platform for shows and presentations of collections to buyers) took place.

Last season, the exhibition organizers presented a special men's fashion section **CPM menswear** for the first time, supporting it in the trend area space, as well as in the catwalk program. The multibranded show brought together many influencers and celebrity guests who were able to get acquainted with images in business look, casual and neo classic styles from the collections of TRUVOR (Russia), STAS LOPATKIN (Russia), MALAGRIDA (Italy), SAINT JAMES (France), KEZZ (Turkiye), GREEN COAST (Italy), ENRICO CERINI (Turkiye) and MARC O'POLO (Germany).

Another highlight of the catwalk schedule was the Beach Party by AMERICAN BEAUTY GROUP – a women's beach fashion show featuring brands from around the world presented at the **dreams by CPM** exhibition: BOND-EYE (Australia), LENNY NIEMEYER (Brazil), NURIA FERRER (Spain), PILYQ / PQ (USA), SEA LEVEL (Australia) and LULI FAMA (USA).



For the first time, within the framework of the **CPM and dreams by CPM exhibitions**, an event was held at a separate venue, in one of the most beautiful historical mansions of old Moscow, timed to coincide with the 20-th anniversary of the specialized glossy magazine for the lingerie and beach fashion industry LINGERIE MAGAZINE. Catwalk for guests of this exquisite evening included brands: SEAFOLLY (Australia), LE JOURNAL INTIME (Russia), VACANZE ITALIANE (Italy), FLAVIA VALENTINI (Italy), MELLE (Russia), LISCA (Slovenia), PLUTO (Belgium) and NIADA STUDIO (Russia).

The 42-nd season of CPM was held with the support of companies and associations: iHKiB, Ente Moda Italia, Fashion Consulting Group, RBC Market Research, PROFashion, RAFI, Shopping Centers Russia, Fashion Sfera, Art & Image, Carlin Creative Trend Bureau, Trendsite.com, Retail.ru, Dynasty Agency, Fashion Upgrade Media, SHTAB, Bulletin of the licensing market, KAGIROVA, Svet PR, 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, Level Pro, Plazan, NanoAsia, Karl Bolt, KEDDO, Petite, Tsvet Schastya, Expodat, Real Profit Group.

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