



42nd SEASON OF THE CPM TOOK PLACE IN MOSCOW

From August 26 to 29, the international fashion trade show CPM — Collection Première Moscow was held in Moscow at the Expocentre Fairgrounds. 900 brands of clothing, lingerie and accessories presented their Spring-Summer 2025 collections from 33 countries. Over four days, the event was visited by more than 19,000 buyers from dozens of regions of Russia and the EAEU.

In the 42nd season, the main exhibition of the fashion industry of Russia and Central Asia presented a full range of ready-to-wear products and services for fashion retail. The calendar of key events included more than 30 catwalks, including the multi-brand **CPM Menswear Gala Show**, 50 events of the **Russian Fashion Retail Forum** with leading market experts, a presentation of the concept of a promo store with the latest innovations in the field of retail equipment and fitting room design, a bright trend area consisting of segments of women's, men's and resort-beach clothing and lingerie, as well as as well as a series of business breakfasts organized in comfortable lounge spaces.

Following the mission of creating additional value for guests and participants, the CPM offered them an open seminar on the new rules for marking ready-to-wear products from CRPT / Chestny Znak, trend reviews for the Spring-Summer 2025 and Fall-Winter 2025/26 by the London bureau Trendsites.com, Paris bureau Carlin, New York bureau FashionSnoops.com (in cooperation with Fashion Consulting Group) and Moscow bureau How Fashion Works, as well as exclusive market analytics by Fashion Consulting Group, RBC Market Research, SberAnalytics, Nikoliers and Data Insight.

Important segments of the past exhibition were **CPM menswear** with famous international and Russian brands Climber, Marc o'Polo, Truvor, Sudar and others; **CPM designerpool** with promising and bright local designer brands, including Stas Lopatkin who's popular in Saint Petersburg; **CPM prime** with Russian premium brands, including Chapurin, Akhmadullina Dreams, Alexander Bogdanov, Eleganza and others; the **dreams by CPM** project, which presented 80 brands from 16 countries with collections of lingerie, swimwear, beach and resort fashion, fitness and sleepwear, as part of which two bright catwalk shows took place – Hanro by Caterina Group, Beach Party by American Beauty Group and Dream Island by Lingerie Magazine; **CPM shop & retail solutions** with companies manufacturing commercial equipment and service providers for retail in the fields of store design, training and logistics, including Torgkomplekt, Design Studio Maneken, Rusmaneken, Gefest, VMC Retail, Art & Image, Cargo Trans and many others.

Being not only a business but also a media platform for the industry, CPM brings together many recognizable people, connected with fashion. The opening ceremony and show schedule was opened by designer Igor Chapurin, who showed his new Spring-Summer 2025 collection. As part of the PR and Marketing Day at the Business Forum, the editors-in-chief of RBC Style, U Magazine, Voice Shopping, Trendspeople.ru, top officials of the agencies Lunar Hare, PODMOGA, SVET PR, Fashion Upgrade Media, Fashion Consulting Group and Pure – shared their experience and expertise; stars of the music, television and film industries also came to get acquainted with the participants'



collections – Irina Bezrukova, Tatyana Vedeneyeva, Larisa Verbitskaya, Evgenia Malakhova, Alla Dovlatova, Sasha Stone and many others.

The meetup sessions with fashion assortment expert Galina Kravchenko, fashion business development consultant Daniya Tkacheva, co-founders of the Academy of Fashion Marketing Irina and Sergey Pishchuk, teams of the logistics operator Fesco and digital marketing agency Webit, representative of the Art & Image Institute Irina Dmitrieva, as well as the operator of strategic SMM – KAGIROVA agency, aroused interest among the visitors.

The award ceremony of the **CPM shop & retail solutions awards 2024**, which recognizes the innovative approach of market players in the development and implementation of fashion retail concepts and retail design spaces, became a bright finale of the season. The winners of the key nominations were brands and companies Mai Collection, Zarina, Virtu, Togas, Idol, Nudeslove and Ready! Steady! Go!

[PHOTO GALLERY](#)

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.com, Retail.ru, Dynasty Agency, Fashion Upgrade Media, SHTAB, Licensing Market Bulletin, KAGIROVA, Svet PR, VMC Retail, Torgkomplekt, Design Studio Manneken, Divan.ru, Tochka Opory, 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.

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