

18+

18-21/2/2025

CPM

SHOP & RETAIL
SOLUTIONS

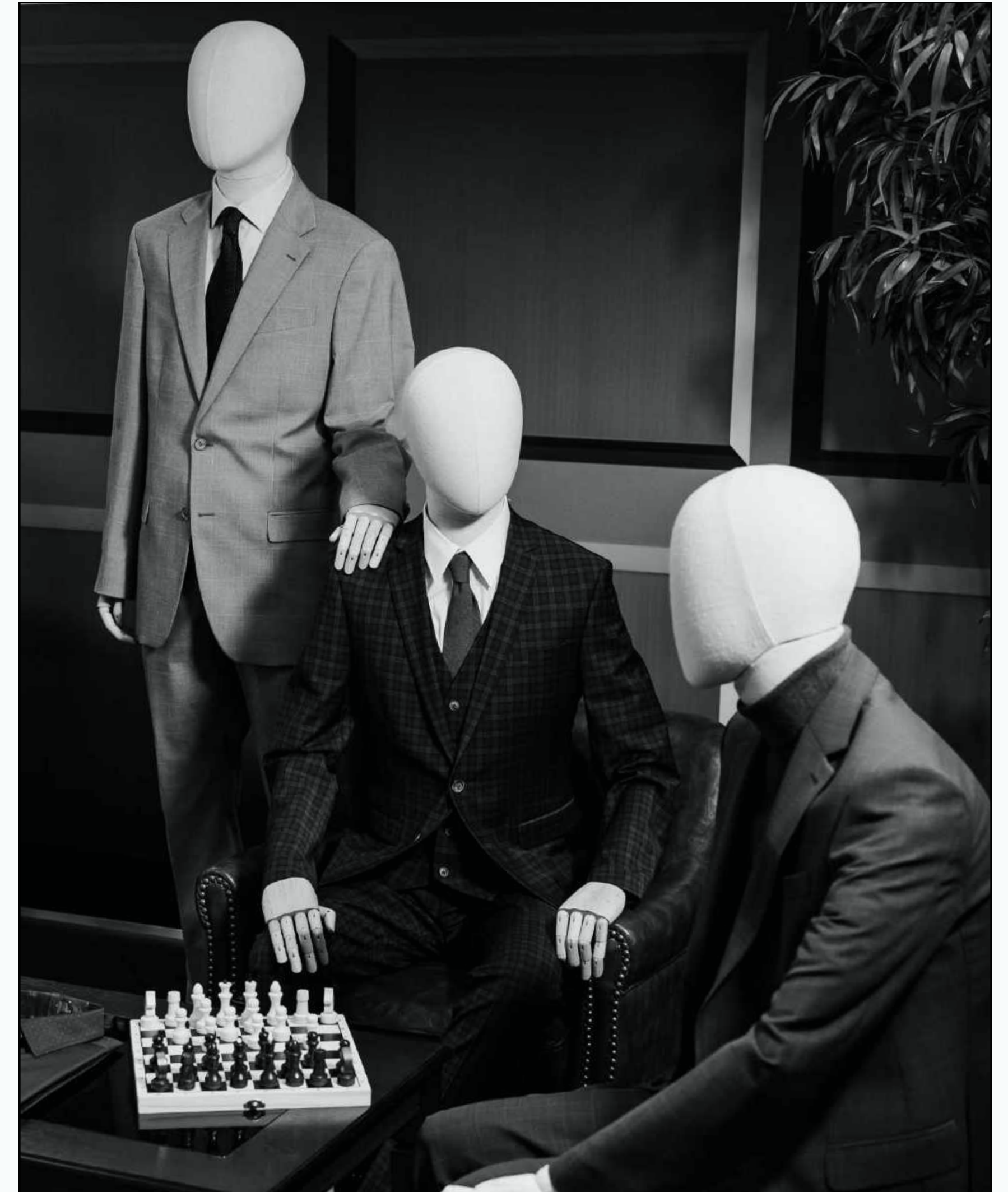
RETAIL SPACE

venue

 **CROCUS EXPO**
International Exhibition Center

organizer

 **EXPO
FUSION**



CPM shop & retail solutions

CPM – Collection Première Moscow is the largest business platform for the fashion industry in Russia and Central Asia. The biggest event for clothing and accessories manufacturers and retailers take place at the Expocentre Fairgrounds in February and August since 2003, bringing together more than 950 fashion brands from Europe, Latin America, the USA, India, China, Turkiye, Kazakhstan, Belarus and Russia every season, as well as over 19 thousand retailers from the EAEU countries.

An important part of the exposition is the Retail space CPM shop & retail solutions. This is a segment of manufacturers of commercial equipment and service companies for online and offline retail. By uniting market players in various fields of retail-related business,

the organizers provide guests and exhibitors with the opportunity to find new suppliers of a full range of services related to store construction and the efficient functioning of retail: from furniture, mannequins and lighting systems to finance, HR, logistics, branding and packing.

Such synergy between fashion brands and service companies is aimed both at strengthening the fashion industry and at developing new markets for participants in the CPM shop & retail solutions section.

Participants



[↗ All participants](#)



CPM shop & retail solutions awards

As part of the 40th anniversary season of the CPM, held in August 2023, the organizers established the annual professional CPM shop & retail solutions awards.

Expert council, which included representatives of the VMC-Retail, Fashion Consulting Group, VM Guru, Virtu, STK Lighting Systems, Torgkomplekt and others,

select the best projects in the fields of retail space design, window dressing in the clothing and lingerie segments, and fitting room design and etc.

The prize fund include such lots as free participation in CPM, educational certificates, audit of stores and the new samples of retail equipment for a fashion boutiques.

➤ [Awards website](#)

➤ [Photo report](#)

The next award season will take place in August 2025, with applications opening 3 months in advance.



SHOP & RETAIL YOUNG

ПРИ ПОДДЕРЖКЕ КОМПАНИИ VIRTU

конкурс для дизайнеров и архитекторов моложе 25 лет

ns
ach

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CPM

EXPO
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Winners

Z A R I N A

V I R T U × I2 STOREEZ

TOGAS

ÍDOL

Mai Collection

Nominations

Design concept for mass market store

Design concept for premium store more 150 m²

Commercial installation for store window

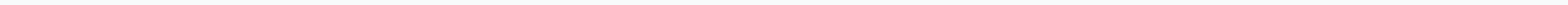
Store fitting area /
Design concept for premium store more 150 m²

Design concept for bridge store more 150 m²

↗ [Awards website](#)

↗ [Photo report](#)

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CPM visitors:

19 000 retailers*

regions

Moscow	40%
Moscow area	7%
Saint Petersburg	3%
Krasnodar	2%

retail segments

outdoor	58%
dresses and suits	45%
knitwear	47%
shoes and accessories	82%

job titles

owner / ceo	42%
buyer	27%
marketer	5%
designer	5%

retail

boutique	37%
retail chain	24%
online store	18%
shopping center	9%

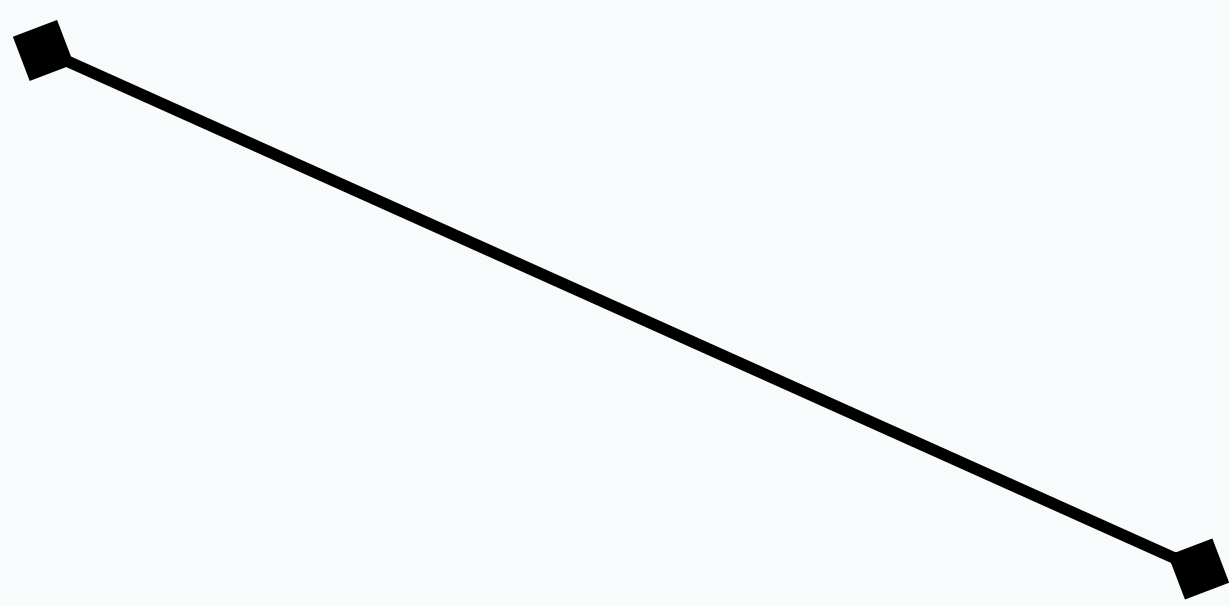
prices ranges

middle	72%
basic	31%
high	32%
exclusive	10%

retailers interests

equipment and services for retail	11%
education in fashion	7%
logistics	4%

*Data for the 42nd season of the CPM exhibition, August, 2024

stand area from 6 m²  from 2950 €
including taxes

The participation package includes:

- space rent & construction
 - registration fee
 - mention in CPM newsletters
 - publications on CPM social networks
 - ↗ Brandbox
posting company information
-



Workshop sessions for attracting the target audience

The fashion industry business forum Russian Fashion Retail Forum has been held at CPM for more than 15 years. This is a leading platform for business communication, exchange of experience, and knowledge in the field of fashion retail. The program includes meetings with hundreds of leading market experts; total traffic exceeds 1,500 guests.

The business forum features a stream of workshop sessions: this format of expert presentations consists of half-hour slots; participating companies discuss their innovative technologies and key cases. Guests: owners and employees of brands and retailers. The conference area can accommodate up to 40 people.

Participants have access to:

- Business forum partner status and branding
- Design of the conference room and technical support
- Reportage photography and report
- Video filming for the CPM Youtube channel

Official website

➤ rfrf-moscow.ru



Official partner

Cost of a workshop session:

570 €, including taxes

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