



CPM FASHION EXHIBITION OPENED IN MOSCOW

On February 18, the 43rd exhibition *CPM – Collection Première Moscow*, the largest industrial event for the Fashion in Russia and Central Asia, opened at the Crocus Expo IEC. More than 900 brands of women's, men's and kid's clothing, lingerie and accessories from 28 countries, as well as commercial equipment and a wide range of retail services are presented at the site of the 3rd pavilion.

The opening ceremony on the main podium was attended by the CEO of the organizing company CPM – Expo Fusion – *Alexander Shainikov*, Vice President of the Istanbul Association of Garments Exporters iHKiB *Mustafa Pasahan*, Marketing and Operating Manager of Ente Moda Italia *Marisa Pizziolo*, as well as a special guest – theater and film actor *Pavel Derevyanko*. The program of catwalk shows was opened by a bright show of the *IANIS CHAMALIDY* brand. Among the guests of the opening were Evgeniya Malakhova, Olesya Sudzilovskaya, Ingrid Olerinskaya, Glafira Tarkhanova, Anna Tikhomirova, Alena Khmelnitskaya and many others.

Together with the exhibition, the four-day Russian Fashion Retail Forum began its work, in which 150 top speakers of the fashion industry take part in the streams of strategic public talks, expert lectures of the lingerie market and express presentations of retail services. The speakers of the first day were the Founder and President of the Henderson Fashion House Ruben Arutyunyan, Senior Investment Director of PJSFC Sistema Oksana Kosachenko, Vice President of Inventive Retail Group Maria Golenkova, Partner and Regional Director of Nikoliers Anna Nikandrova, Member of the Board and Head of the Public Relations and International Activities Department of the SMB Corporation Nikita Bantsekin, CEO of the Venture Fund "Hive" Nikolay Evchenko, as well as top officials of RBC Market Research, Vostok Investments, Fashion Consulting Group, RAFI Association, Caterina Group, Sollery Fashion, Cargo Trans, agencies Shtab and Dynasty, brands Alexander Bogdanov, Emka, First in Space and many others.

An important part of the exposition traditionally became the project *dreams by CPM*, representing all areas of the lingerie business - lingerie, home and fitness clothing, beach fashion and fashion erotica, within which buyers can get acquainted with new products from 76 brands from 11 countries.

Another point of attraction was the section *CPM shop & retail solutions* with a selection of companies producing retail equipment, technologies and packaging for stores, as well as services such as logistics and warehouse, finance, security systems and multimedia for retail and much more. A bright element of the exposition is a special project of the concept store of men's clothing *CPM Shop & Retail* from VMC Retail, demonstrating innovations in equipment and design of stores.

The second day of the exhibition CPM will present catwalk shows of the brands TRUVOR, HASS, as well as multibranded shows of men's and kid's fashion. The Business Forum's public talks will be devoted to the topics of trends, design, product range and education. The key speakers will be representatives of the trend buros Carlin, Trendsite.com, FashionSnoops.com, TrendBuro, How Fashion Works, as well as Solstudio Textile Group, RBC Style, Lamoda, Beinopen, HSE Design School, Fashion Factory School and others.



On February 20, the RFRF special events program in Hall 15 will include: a *Trend Review for Spring-Summer 2026* from Trendsite.com, a seminar on marking lingerie and accessories from CPRT, and the final of the *PROfashion Masters* contest. On February 21, at 11:00, guests of the exhibition will be treated to an open interview with *CPM Talks with Anastasia Poletaeva*, author of the YouTube channel BEZFILTROV with designer *Igor Chapurin*, which will take place on the main stage of the Business Forum in Hall 14.

Follow the news on the official websites and in social networks:

CPM: cpm-moscow.ru / [telegram](#) / [vk](#) / *dreams* by CPM: dreams-moscow.ru / [telegram](#) / [vk](#)

RFRF: rfrf-moscow.ru