



RESULTS OF THE 43RD CPM FASHION EXHIBITION

On February 21, the largest business event of the fashion industry in Russia and Central Asia, the *CPM – Collection Première Moscow*, ended at the Crocus Expo IEC. More than 900 brands of women's, men's and kid's clothing, lingerie and accessories from 28 countries, 60 business program sessions with the participation of 150 top market experts, as well as over 22 000 retail visitors – these are the main results of the past 43rd season of the event, which has been held in Moscow since 2003.

On February 18, CPM was officially opened by the CEO of the organizing company Expo Fusion *Alexander Shainikov*, the Vice President of the Istanbul Association of Garments Exporters *iHKiB Mustafa Pasahan*, the Marketing and Operating Manager of Ente Moda Italia *Marisa Pizziolo*, as well as a special guest – theater and film actor *Pavel Derevyanko*.

The bright and wide program of catwalks included shows of Russian brands *IANIS CHAMALIDY*, *TRUVOR*, *HASS*, *GLVR*, *STERN* and *CHOUETTE*, European collections of the *CATERINA GROUP* holding: *CATERINA LEMAN*, *SARAH PACINI*, *RICHMOND X*, *CHANTELLE X*, *DKNY*, and *SIMONE PERELE*, multibranded shows of men's fashion (*SCALLEZIONI*, *VALENTI*, *NCS*, *ENRICO CERINI*, *MALAGRIDA*, *LENOCI*), young designers participating in the special project *CPM designerpool* (*ALENA PAHIRNITSKAYA*, *KIRA ORLOVA*, *ANOUK MOREE*, *SAMPLE ROOM*), as well as the final of the XI All-Russian contest of fashion designers *PROfashion Masters*.

The exhibition traditionally attracted great interest among famous influencers and public figures, including *Evgenia Malakhova*, *Olesya Sudzilovskaya*, *Ingrid Olerinskaya*, *Glafira Tarkhanova*, *Anna Tikhomirova*, *Alena Khmel'nitskaya*, *Irina Khakamada* and many others. The event ended with a fascinating public-talk with the participation of journalist and author of the YouTube channel *#BEZFILTROV* *Anastasia Poletaeva* and designer *Igor Chapurin*.

One of the key points of the exposition was the exhibition project *dreams by CPM*, representing all facets of the lingerie business – lingerie, home and fitness clothing, beach fashion and fashion erotica, where buyers got acquainted with new collections by 76 brands from 11 countries, and also visited the expanded program of the expert lecture hall *RFRF dreams dialogue* with the participation of more than 30 speakers, including representatives of *Caterina Group*, *Showroom NIADA*, *Lamoda*, *Bustokratiya*, IT-company *Evotor*, specialized media *Garterblog.ru*, *Carlin Creative Trend Bureau* (France) and many others.

For the second season in a row, within the framework of the special section “*Retail Area*” – *CPM shop & retail solutions*, the exhibition organizers present, along with leading manufacturers and providers of retail services, a model of a concept-store created in collaboration with *VMC Retail*, demonstrating innovations in equipment and store design, from design concepts and merchandising to the modern multimedia systems and traffic processing. In the space of the concept-store, a stream of express presentations of services and analytics for retail *RFRF workshops* was organized, in which such experts as *Irina Ryabko* (*Inside Retail*), *Marina Polkovnikova* (*VMC Retail*), *Yulia Zyryanova* (*Delai Magazin*), *Fedor Virin* (*Data Insight*), *Maria Gerasimenko* (*Fashion Advisers*) and others took part.



Together with the exhibition, a four-day *Russian Fashion Retail Forum* was held with 150 top speakers of the fashion industry in the format of strategic public-talks. For the first time, Ruben Arutyunyan (Henderson), Oksana Kosachenko (PJSFC Sistema), Maria Golenkova (Inventive Retail Group), Nikita Bantsekin (SMB Corporation), Nikolay Evchenko (Hive Venture Fund), Tatyana Kapustika (East Investments), Sergey Manukyan (Emka), Anna Zheltakova (Manufactura 4), Ianis Chamalidy (Ianis Chamalidy), Yulia Shinkareva (Shi-Shi), Ilya Bulychev (BLCV), Olga Mikhailovskaya (Front Fashion), Olga Beskromnaya (Telegram channel Beskromny), Tatyana Sibgatulina (ATVS Fashion Group), Marianna Rumyantseva (Marc O'Polo Russia), Yana Parshutina (Avenue VIP) and many others took part for the first time. The key partners of the Forum were Fashion Consulting Group, RBC Market Research, RAFI Association, Fashion Factory School, New Retail Forum, VMC Retail, Garterblog.ru, RBC Style, Trendsite.com, Carlin and Real Profit Group.

According to many experts, the main topic of the season – both in negotiations at the stands and in the business sessions – was the strategy of cooperations, both within the industry and beyond – with the participation of production clusters, shopping centers, distributors, logistics and warehouse operators, banks, marketplaces, investment funds, media, educational institutions and government agencies.

The same vector of action was noted as important by all key partners of the exhibition – representatives of the collective organizers of the Italian, Turkish, Chinese and Indian participating companies, for whom the platform opened up new opportunities and a new perspective on business development in the Russian market.

The upcoming 44th season of CPM – Collection Première Moscow will once again take place at the Crocus Expo IEC from September 2 to 5, 2025, with Russian and international brands presenting their Spring-Summer 2026 collections.

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