



Venue:



Organizer:



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 Crocus Expo in February and September, bringing together more than 900 fashion brands from Europe, Latin America, the USA, India, China, Turkiye, Kazakhstan, Belarus and Russia every season, as well as over 22 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

Shop & Retail

85

275

535

1500

535

→ statistics

CPM visitors:

22 000 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

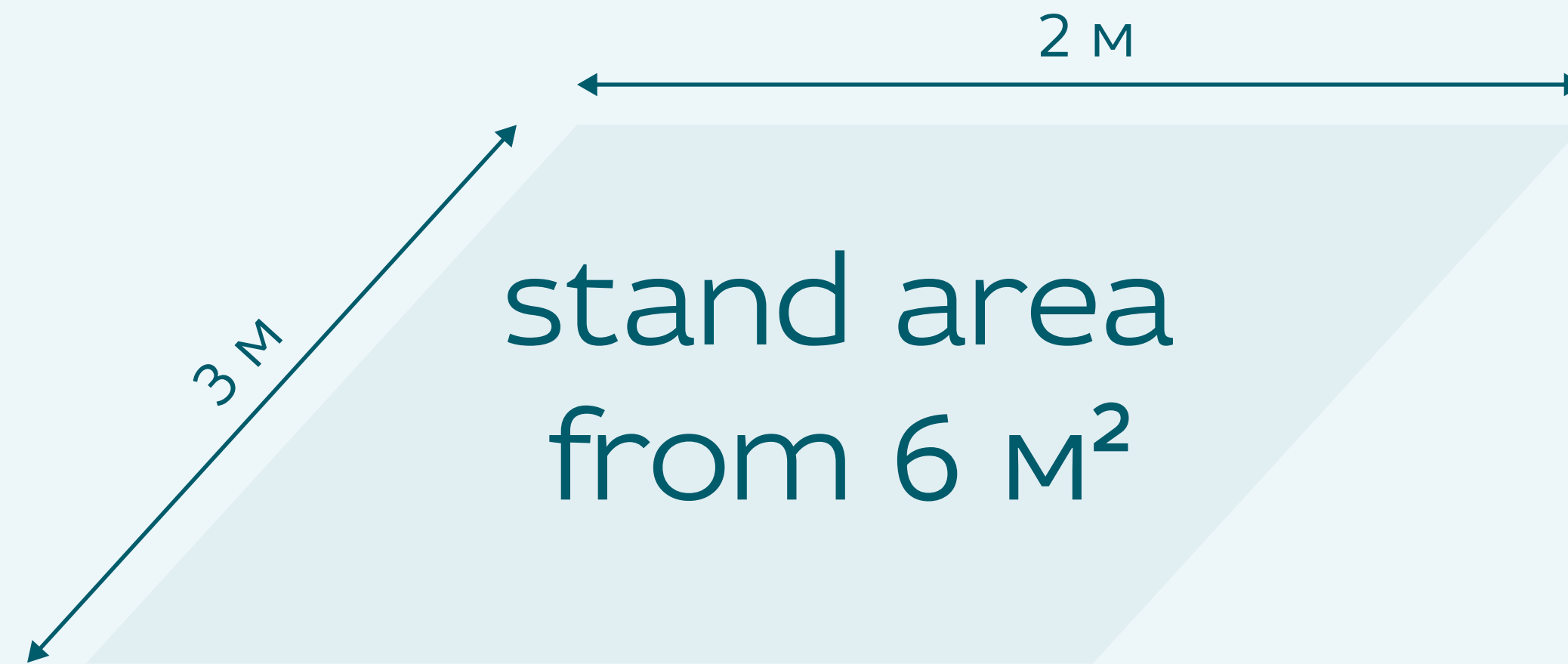
middle	72%
basic	31%
high	32%
exclusive	10%

retailers interests

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

*Data for the 43nd season of the CPM exhibition, February, 2025

→ participation



from 2 950 €
including taxes



The participation package includes:

- | | | |
|-----------------------------|---------------------------------------|-----------------------------|
| – space rent & construction | – mention in CPM newsletters | ➤ <u>Brandbox</u> |
| – registration fee | – publications on CPM social networks | posting company information |

стандартные LCD экраны,
TLSCREEN.RU



RFID системы -
инвентаризация и защита
товаров от краж, ID Logic

Световой потолок
цветовой темпер
(tunable white, TW
с функцией димми,
производитель Bl.

35

300

1300

2300



#CPMMOSCOW



→ concept store

↑ CPM Shop & Retail Concept Store

CPM Shop & Retail Concept Store created in cooperation with the VMC Retail team and industrial partners and demonstrates all the current trends in the field of design of retail spaces, retail and multimedia equipment, fitting rooms and cashier areas, merchandising, security and other aspects of retail business development.

↓ Visitors are offered regular tours with a presentation of all solutions,
as well as the opportunity to personally communicate with manufacturers and designers.



Official partner



Shop & Retail

1500

1800



и углом рассеивания
эффективность 150 лм/Вт

NL-LINE-VG-PL 38 - линейный
с опаловым рассеивателем

NL-TR-BOYA-202T - трековый
с изменяемым углом освещения
CRI 90+

NL-TR-BOYA-201A - трековый
с оптикой wall washer,
CRI 90+, эффективность

Производитель NLT Trade

→ award

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, 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.

[Apply before August 12, 2025](#)

➤ [Award website](#)

➤ [Photo report](#)

The next award season will take place in September 2025.

award

Winners

Z A R I N A

V I R T U × I2STOREEZ

Togas

ÍDOL

Mai Collection

Номинации

Design concept for mass market store

Design concept for premium store more 150 м²

Commercial installation for store window

Store fitting area /
Design concept for premium store more 150 м²

Design concept for bridge store more 150 м²

[Apply before August 12, 2025](#)

➤ [Award website](#)

➤ [Photo report](#)

The next award season will take place in September 2025.

РБКСТИЛЬ

fast
fact

CPM SOLUTIONS
retail space

Беспроводная акустика
New Tec CONO canto SMART,
интегратор Электронные деньги

LED экран
кабинет
шаг P...

Label

WESHINE
Label

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 has a stream of workshop sessions: this is the format of expert presentations by participating companies with solutions for brands and retail, and also analyze cases. Guests: owners and employees of brands and retailers; conference area capacity is 50 people.

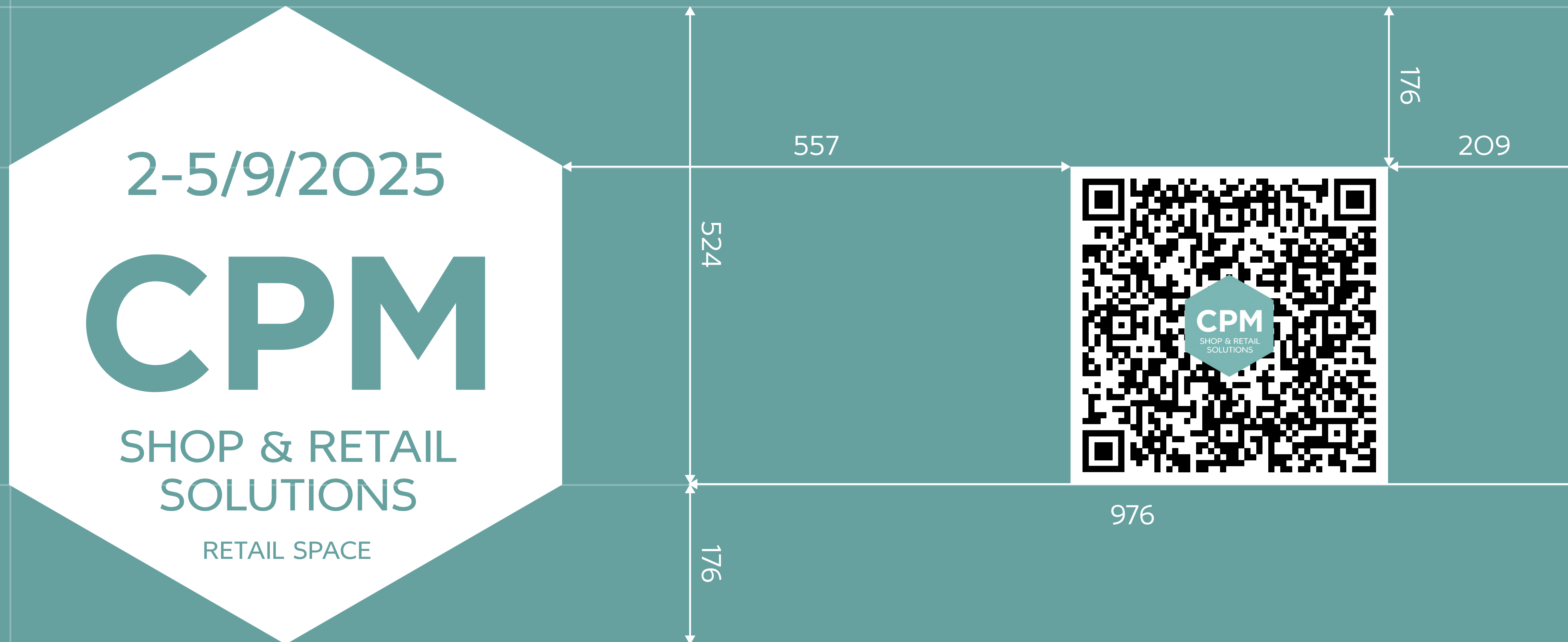
Participants have access to:

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

↗ rfrf-moscow.ru

Official website of
the Business Forum





Contacts:

Expo Fusion LLC

Moscow, Timur Frunze street, 3, build. 1

cpm-moscow.ru



Maria Kallion, project manager

kallionm@expo-fusion.ru

+7 (495) 955 91 99 [ext. 644]

+7 (964) 704 19 31 [whatsapp]