



CPM EXHIBITION DEBUT PROGRAM AT SPIEF

In 2025, the CPM – Collection Première Moscow international exhibition team presented a fashion program for the guests and participants of the St. Petersburg International Economic Forum for the first time.

A vibrant combined show of Russian designer brands took place as part of the strategic cooperation between the Roscongress Foundation (SPIEF organizer) and the Expo Fusion exhibition company (CPM organizer) on June 19 at the VinoGrad venue, of which Avito is the official partner. Seven fashion designers took part in the catwalk show: Sergey Soroka (Soroka on course), Marina Gurvich (Gurvich), Irina Smerdova (Tweed&Co), Sergey Shatunov (SV2), Natalia Kiseleva (WINWIN LARE) and Vladimir Vicju (Viquious). The headliner of the program was the legendary fashion designer from St. Petersburg Tatyana Parfenova, who is celebrating the 30th anniversary of the Fashion House in 2025, presented the premiere of her new collection “Russian Bride”.

At the SPIEF, in the CPM corner, visitors could see a special exposition of a regular participant of the exhibition – SERGEY SYSOEV FASHION SCHOOL KOSYGIN UNIVERSITY, one of the leading design schools under the direction of Sergey Sysoev, whose students prepared images inspired by the Renaissance. The venue hosted many meetings and negotiations focused on the development of the fashion industry and its exhibition sector.

Special guests of the CPM corner were the head of the creative projects directorate of the Roscongress Foundation Ekaterina Ivanova, the rector of the Kosygin Russian State University Valery Belgorodsky, the chairman of the committee for the development of entrepreneurship in the textile and light industry of the Chamber of Commerce and Industry of Kyrgyzstan Azamat Alymkulov and many others. The organizing committee of the exhibition at SPIEF was represented by key executives of Expo Fusion: CEO Alexander Shainikov, CFO Yulia Lavrentyeva, CPM project director Nikolay Yartsev and marketing director Elena Oberemova.

The upcoming 44th season of the international exhibition CPM – Collection Première Moscow will be held at the Crocus Expo IEC in Moscow from September 2 to 5, 2025. Russian and international brands of clothing, lingerie and accessories will present their Spring-Summer 2026 collections.

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