

18+

2-5/9/2025  
**CPM**

International  
Fashion Trade Show  
Moscow

[cpm-moscow.ru](http://cpm-moscow.ru)

Venue:

 **CROCUS EXPO**  
International Exhibition Center

Organizer:

 **EXPO  
FUSION**



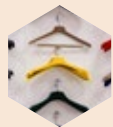
22 000 VISITORS

28 COUNTRIES

CPM

COLLECTION

International Fair





EXHIBITION  
AREA



BRANDS

[cpm-moscow.com](http://cpm-moscow.com)

# PREMIÈRE MOSCOW

## ashion Trade Show Moscow\*



\* – Data for February 2025



## CPM – BUSINESS PLATFORM



The unchanging mission of CPM remains to unite the fashion industry for the exchange of knowledge, experience and presentation of products and services. Exhibition projects are the best companions for solving such problems, expanding the professional contact zone, selecting new points of growth for your business and finding inspiration for new discoveries and achievements.

[rfrf-moscow.ru](http://rfrf-moscow.ru)

The four-day business forum of the fashion industry RFRF – Russian Fashion Retail Forum – is the leading platform for business communication and the exchange of experience and knowledge. The program includes about 100 speakers every season and is aimed at visiting more than 1500 guests. The business forum consists of three streams: the RFRF main stage conference, RFRF meetup workshop sessions, and RFRF dreams dialogue, an expert lingerie market lecture.

As the largest business exhibition in the fashion industry, CPM invariably attracts the attention of media people and the press. Exhibitors have a unique opportunity to invite famous theater, film and music artists, as well as fashion industry influencers, to the booth to introduce their collections. Also, each exhibitor can share a press kit about the brand and novelties of the season with journalists in the CPM Press Center.



## WOMEN'S FASHION AT CPM



For over 20 years, CPM — Collection Première Moscow has been the main fashion exhibition in Russia.

Hundreds of brands from dozens of countries present their collections for the next season to buyers for pre-orders, and this fashion calendar is precise as a clock. In addition to Russian companies, women's fashion is demonstrated by brands from Italy, Turkey and China as part of their national participation.

Don't miss the 44<sup>th</sup> season of CPM at Crocus Expo on September 2-5, 2025.







## CPM MENSWEAR

One of the fashion highlights of the exhibition is the exposition of menswear manufacturers.

For 20 years, CPM has proudly presented Russian and international menswear brands to local retailers, providing a worthy offering in the mid-range and premium market segments and covering various style groups – from streetwear to classic.

Brands such as TRUVOR, DIMARK, VESTER, DAMAT, JAKAMEN, CLIMBER, ENRICO CERINI and many others will present their collections within the section. You can familiarize yourself with the novelties of the season not only at the stands, but also on the CPM fashion stage as part of the fashion show program, as well as in the trend zones created by the exhibition's stylists for buyers in the exhibition complex.

An important step in the development of the segment is the business program of the RFRF business forum, where experts and trend agencies confirm the importance and relevance of developing a men's assortment for stores and department stores.





# CPM SHOP & RETAIL SOLUTIONS

## EQUIPMENT AND NEW TECHNOLOGIES IN RETAIL

### CPM SHOP & RETAIL SOLUTIONS

An exposition of manufacturers of commercial equipment and service providers focused on the comprehensive support and development of stores within the framework of the main exhibition of the fashion industry in Russia and Central Asia, CPM – Collection Première Moscow; represented segments: design, commercial equipment, lighting solutions, logistics, packaging, merchandising, training, digital technologies, financial services.

### CPM SHOP & RETAIL SOLUTIONS AWARDS

An annual specialized award in the field of design concepts for retail spaces, window dressing, and fitting room design, within which the expert council selects the best market cases; the prize fund includes free participation in CPM, training and audit certificates, and the latest samples of commercial equipment.

### CPM SHOP & RETAIL

A conceptual mock-up of a promo store located at the CPM exhibition and presenting key trends in retail design and equipment, including fitting room equipment, checkout counters, lighting, anti-theft systems, digital technologies, furniture, merchandising solutions and much more.





**dreams**  
by CPM

# LINGERIE & ACTIVEWEAR WITHIN CPM

Welcome to a comfortable, working atmosphere for making deals, signing contracts and establishing professional connections!

**dreams by CPM** is a specialized platform for ordering new collections of lingerie from the fashion industry, homewear, activewear, fitness and yoga, as well as sports accessories.

This trading platform is relevant both for beginning designers and for leading international manufacturers in the fashion and sports industries.

[dreams-moscow.ru](https://dreams-moscow.ru)

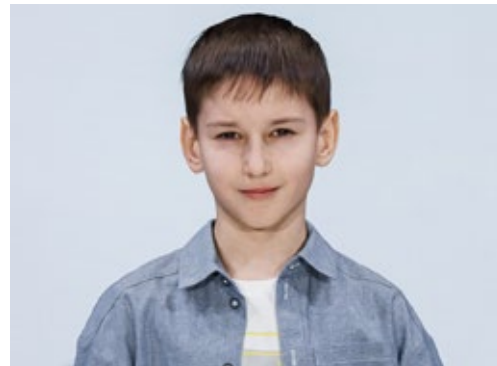
## DREAMS DIALOGUE EXPERT LECTURES

An integral part of the **dreams by CPM** exhibition project, which includes meetings with leading experts and analysts of the lingerie and activewear markets in the field of product development, offline and online retail management, marketing and PR, as well as building business strategies. dreams dialogue is a networking territory for those market participants who are ready to apply the best practices and study third-party experience for the growth and development of their company.

## DREAMS SELECTED FASHION SHOW

An important place in the exposition is traditionally given to bright catwalk shows and interactive presentations. Viewing new collections in dynamics stimulates the interest of buyers in participating brands, and creative "live" installations with the participation of models invariably attract the attention of all visitors of the exhibition, demonstrating new collections of fashionable lingerie, activewear, swimwear, beachwear and home wear.





## CPM KIDS

The CPM Kids section is an important part of CPM – Collection Première Moscow, a segment dedicated to fashionable children's clothing. The exhibition will take place at the Crocus Expo International Exhibition Center from September 2 to 5, 2025.

The world of exhibitors in the CPM Kids section is international, and its future is promising.

Exhibitors from 10 countries will tell you about the trends of the next season, as well as about which fashion impulses will come to the fore.

The exhibition will also feature a Kids Fashion Show, which will take place on the main catwalk of the exhibition – Fashion Stage.

Buyers highly appreciate the diversity of exhibitors whose collections will be presented in the CPM Kids section and which you can get acquainted with during the 4 days of the exhibition.





# MARKETING OPPORTUNITIES

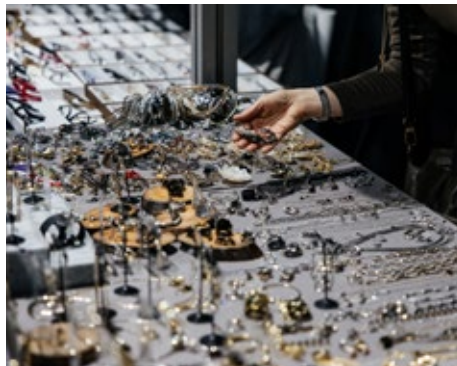
Take advantage of a wide range of services for exhibitors, which will make your participation in the CPM as noticeable, effective and comfortable as possible.

Key services: individual selection of stand construction elements, assembly of exhibition and presentation equipment, branding and sponsorship opportunities, targeted work with visitors before, during and after the exhibition, organization and carrying out press approaches, as well as many other options.

You can clearly declare your brand and new collections through participation in the show program. Collective or individual catwalk fashion shows, which are prepared by experienced professionals, will always become an adornment of your participation in the exhibition, help to attract additional attention to the brand, and also pleasantly surprise regular customers and partners.



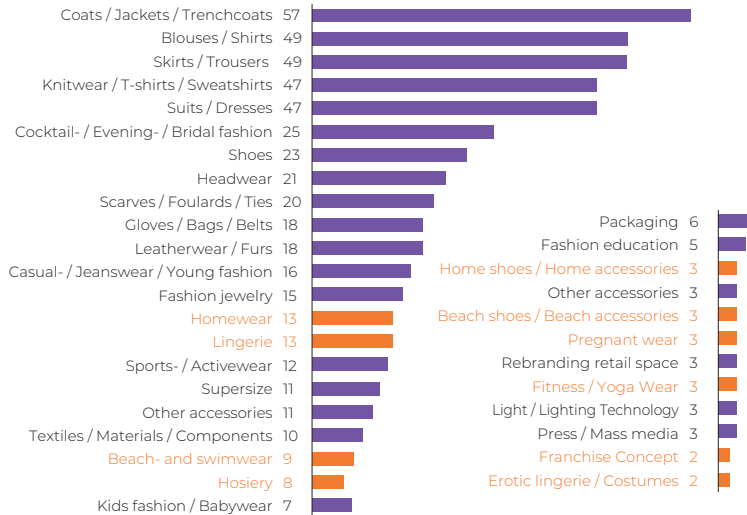
[cpm-moscow.ru](http://cpm-moscow.ru)



# EXHIBITION ATTENDANCE STATISTICS\*

## INTEREST IN THE COLLECTION

Multiple answers possible



— dreams by CPM exhibition data

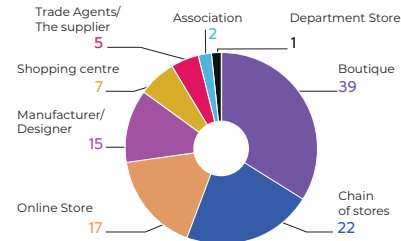
## PRICE LEVEL

Multiple answers possible



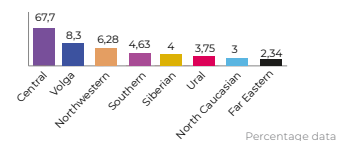
## FORM OF ORGANIZATION

Multiple answers possible



## GEOGRAPHY OF RESPONDENTS

Federal districts of Russia



Percentage data

\* – Percentage data based on the results of CPM 18/2–21/2/2025



## CONTACTS

### VENUE

CROCUS EXPO

pav. 3, halls 13, 14, 15

Moscow region, Krasnogorsk,  
Mezhdunarodnaya str., 20

### OPENING HOURS

Tuesday – Thursday: 10.00 – 18.00

Friday: 10.00 – 16.00

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