



THE 45TH EXHIBITION WILL TAKE PLACE IN FEBRUARY AT CROCUS EXPO

The **CPM – Collection Première Moscow** exhibition platform is coming to the new anniversary season as the strong flagship of the fashion business in Russia and Central Asia. Twice a year, the venue brings together approximately 1,000 participating companies and 20,000 retailers and other market players. The project's key function remains unchanged: developing business connections, sharing knowledge, and forming pre-orders. The development of the exhibition for the upcoming season is in full swing.

The core of the exhibition is the stands displaying collections for the upcoming Fall-Winter 2026/27 season from manufacturers from Russia, Belarus, Kazakhstan, Türkiye, China, India, Colombia, and European countries such as Italy, France, Spain, Greece, and many others. Headlining brands in the women's and men's apparel segments at **CPM** include Kisselenko, Dreams by Alena Akhmadullina, Eleganza, Alexander Bogdanov, Vira Plotnikova, Savage, Business Line, Hass, First in Space, Lesel, and others. In the lingerie, homewear, and fitness segments, **dreams by CPM** include Tezido, Le Journal Intime, as well as international brands represented by Caterina Group, El Punto, Sollery Fashion, Niada Showroom, and many others.

The **CPM shop & retail solutions** section plays a key role, featuring a selection of manufacturers of retail equipment, technologies, and packaging for stores, as well as services ranging from logistics and finance to design, branding, and retail fragrances. Players share their developments in this field both in corners and during business sessions at RFRF Workshops.

The **Russian Fashion Retail Forum**, a fashion industry business forum held as part of CPM, brings together over 200 top speakers, many of whom work in related fields, such as banking and investments, PR and HR services, retail real estate brokerage and shopping centers management, logistics and e-commerce, and much more. During strategic sessions, guests can find data from leading analysts from Fashion Consulting Group, RBC Market Research, Data Insight, FashionBuzz, Dynasty, K&P Agency, international trend bureaus Carlin Creative Trend Bureau (France), FutureSnoops (USA), and Trendsite (UK), the RAFI Association, the Beinopen Institute, leading retail players, and successful brands.

An important component of the exhibition is the **CPM fashion stage**, whose schedule includes vibrant monobrand and multibrand catwalk presentations from dozens of brands from Russia and abroad. This venue has repeatedly served as a debut stage for new market players, so the fashion show program attracts interest not only from buyers and media but also from public persons from theater, film, music, influencers, stylists, and etc.

The upcoming 45th season of the international exhibition CPM – Collection Première Moscow will take place at the Crocus Expo IEC in Moscow from February 17 to 20, 2026. Russian and international brands of clothing, lingerie, and accessories will present their Fall-Winter 2026/27 collections.

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