



## THE 45TH SEASON OF THE CPM FASHION TRADE SHOW TOOK PLACE IN MOSCOW

*On February 20, the 45th international trade show for the Fashion industry **CPM – Collection Première Moscow** ended at the Crocus Expo IEC. **More than 700 brands from 23 countries** presented collections of women's and men's clothing, lingerie, footwear, accessories, fitness, home and sleep lines for the Fall-Winter 2026/27 season.*

On February 17, the exhibition was officially opened by the greetings of **Mr. Alexander Shainikov**, General Director of CPM organizing company Expo Fusion, **Mr. Alberto Scaccioni**, CEO of the Ente Moda Italia association (EMI); **Mr. Mustafa Pashahan**, Vice President of the Istanbul Apparel Exporters' Association (iHKiB) and **Mr. Mithileshwar Thakur**, Secretary General of the Apparel Export Promotion Council of India (AEPC). The special guest of the ceremony was theater and film actress **Victoria Maslova**, as well as the premiere show of the new collection of the **Tatyana Parfenova Fashion House**.

Participants, visitors, journalists and celebrities were also attracted by other shows, including **Caterina Group** catwalk with the participation of international brands, a **dramedy show "The Art of Wellbeing"** with the participation of European brands Rösch, Féraud, Massana and Ysabel Mora in collaboration with the Grand Buero Dramedy Theater, collective catwalks **CPM menswear** – with Truvor, Malagrida, Green Coast, Kigili, Enrico Cerini, and Tarakanova; **CPM designerpool** – with Sergey Sysoev, Tarakanova, Em Mila, Alena Pahirnitskaya, Lesia Lisun, and Simanim; **CPM selected** – with Velocity, GLVR, Torris, Parfionova Home, and VIP Stendo. The **front row and designers corners guests** were Olesya Sudzilovskaya, Daria Poverennova, Renata Piotrovsky, Irina Pudova, Anna Skorokhodova, Erika Zaiioncs, Urate Gurauskaite, and many other influencers and theater, TV and film celebrities.

### **Nikolay Yarzew, Director of the CPM exhibition:**

*"The past season showed not just the unity of the market at the time of difficult transformations, but a really high interest of players in live communication, exchange of thoughts, reconciliation of their indicators with colleagues, discussion of pressing key issues with experts and analysts, the desire to expand professional horizons and make new acquaintances. The exhibition team contributes to the satisfaction of such requests as much as possible, since it is in this movement that we see the impetus for the industry development".*

**Over 280 brands from Russia and the EAEU countries** took part in the exhibition, including such recognizable ones as Alexander Bogdanov, Hass, Savage, Truvor, Vira Plotnikova, Tatyana Parfionova, Sergey Sysoev, First in Space, Tezido, as well as Balunova and Tarakanova from Belarus, Alerma from Kazakhstan, Guzar from Uzbekistan and many others. The exposition included **more than 50 brands from Italy, more than 100 from Turkiye, more than 20 from Belarus, more than 20 from India, and more than 140 from China**. Traditionally, there was high-quality offer in a variety of price segments and stylistic directions. The exhibition once again confirmed the status of the platform with the largest selection of fashion collections and related services in Russia.



The ***dreams by CPM*** exposition brought together the niches of lingerie, beach fashion, homewear, fitness and sleepwear. Buyers got acquainted with new products by brands from Russia, Germany, Italy, Spain, Romania, USA, Israel, Turkiye and China. One of the debutants was the Juna Intimates brand by Anastasia Gorbatshevich, the winner of the RBC Fashion Review investment pitching; pieces of her new collection along with samples from El Punto and Niada showrooms – were presented in trend areas created in partnership with the Carlin Creative Trend Bureau, and illustrating the key directions of the next season in lingerie and clothing for home and sleep.

The exhibition also featured ***two trend areas*** representing the clothing segment. The space of ***CPM TRENDS Vintage*** is addressed to the style of vintage and nostalgia, illustrated with models by Alexander Bogdanov, Hass and GLVR brands. The ***CPM TRENDS Innotech*** concept corner is dedicated to technological innovations for outdoor collections using samples by Norppa and Remington brands. Both areas were created in partnership with the Real Profit Group creative bureau with the support of the Mannequin Design Studio.

Another memorable location was the corners of the special project to support young designers ***CPM designerpool***. The space, designed by architects from Sinitsa Buro, combines presentation stands, a photo exhibition, and communication area. In addition to the designer collections by Alena Pahirnitckaya and Lesia Lisun, guests could see the works of the winners of the young designers contest Admiralty Needle – Simanim, and fashion photography projects by Taisiya Gray (Moscow), Oksana Trifonova (St. Petersburg), Karina Prishchenko (St. Petersburg) and Anna Ilina (Almaty).

A special place at the exhibition was the ***CPM shop & retail solutions*** area – a segment of manufacturers of commercial equipment and service companies for online and offline retail. Participating companies presented a wide range of services in the field of store building and the efficient functioning of retail, including furniture, mannequins and lighting systems, services of finance, logistics, branding, packaging and much more. Bright participants was architects Sinitsa Buro, developer Hutton with projects of technoparks for the light industry, the MoySklad cloud service, Po:ntsecom E-com analytics, Rabota.ru and SberPodbor job platforms, as well as many others.

The choice of business transformation strategies was devoted to the season of the ***Russian Fashion Retail Forum*** with the participation of ***200 top industry speakers***. ***More than 50 new faces*** joined the community of experts, including Pavel Osovtsov, Snezhina Kulova, Andrey Zolotov (Robb Report), Evgenia Fischeleva (Lunar Hare), Tanya Fomicheva (Studio 29), Daria Ierusalimova (Ouvert), Margarita Golovkova (Melon Fashion Group), Lada Arzumanova. Sessions dedicated to product development, leadership, influencer marketing and offline retail includes another part of headliners: Anush Gasparyan (Fashion Consulting Group), Inga Mikaelyan (RBC Market Research), Anna Nikandrova (Nikoliers), Alisa Bokha (Monochrome), Evgeny Tikhonovich (RBC Style), Marina Demchenko ("We"), Semyon Pimenov (Next Level Capital investment fund), Tatyana Sibgatulina (ATVS Fashion Group), Elena Kandalova (Vipavenue) and many other experts.



The 45th season of the CPM trade show **was held with the support** of Brand Aesthetic, By Chubaruk, Carlin Creative Trend Bureau, Coba, Erborian, Gold, Fashion Consulting Group, Fashion Buzz, Fashion Factory, Fashion Fur & Leather, Kari, LevelPro, Lingerie Magazine, Long River, Moda.ru, Moda24/7, Modanews, Nanoasia, Petite, Plazan, PROfashion, Prosticker, Real Profit Group, Sinitsa Buro, Shoes Report, Shopping Centers Russia, Style-in-City, VMC Retail, Weshine Label, White Rabbit, Delai Magazin, Delovoy Kvartal, Design Studio Manneken, Dorogoe Udovolstvie, Legprom Review, RAFI Association, RIA Moda, RBC Market Research, Svoy-Chuzhoy, Torgkomplekt, Third Sense.

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