



## TATYANA PARFENOVA SHOW OPENED THE CPM FASHION EXHIBITION

On February 17, the 45th season of *CPM – Collection Première Moscow*, the largest fashion industry exhibition in Russia and Central Asia, started. Over four days, the venue presents Fall–Winter 2026/27 collections from 700 brands of womenswear, menswear, lingerie, and accessories from 23 countries.

At the opening ceremony, the guests were welcomed by *Alexander Shainikov*, General Director of CPM organizing company Expo Fusion; *Alberto Scaccioni*, CEO of Ente Moda Italia association (EMI); *Mustafa Pashahan*, Vice President of Istanbul Apparel Exporters' Association (iHKiB) and *Mithileshwar Thakur*, Secretary General of Apparel Export Promotion Council of India (AEPC). The special guest of the ceremony was theater and film actress Victoria Maslova.

Among the participants of the first exhibition day were Anush Gasparian, co-founder and Commercial Director of Fashion Consulting Group; Evgeny Tikhonovich, Editor-in-Chief of "RBC Style"; Jurate Gurauskaite, founder and Creative Director of U Magazine; media producer and influencer Snezhina Kulova; Evgenia Fischeleva, co-founder and Managing Partner of Lunar Hare; Sergey Sysoev, Head of the Costume Design Department at Kosygin Russian State University and designer; Semyon Pimenov, Managing Partner of the investment fund NEXT LEVEL capital; Tatyana Belkevich, President of RAFI association, and many others.

The runway program opened with an exclusive show by St. Petersburg Fashion House of Tatyana Parfenova. It was followed by catwalk presentations of CPM selected, CPM designerpool, CPM menswear, and a show by Caterina Group.

Together with the exhibition, the business forum Russian Fashion Retail Forum started, featuring 200 speakers. The opening day offered guests meetings with top executives from Fashion Consulting Group, RBC Market Research, Nikoliers, Love Republic, Emka, Baon, Yvon, Studio 29, and many others. The key topic of the day was the search for strategies for continuous business transformation in a rapidly changing market environment.

An important role is played by *dreams by CPM* exposition — featuring collections of lingerie, homewear, fitness and sleepwear, CPM shop & retail solutions — presenting manufacturers of retail equipment, technologies, and packaging for stores, as well as services ranging from logistics and finance to design and packaging and CPM designerpool — showcasing bright, promising young designer clothing brands.

Trend zones dedicated to current style and fabrics directions became key attraction points for visitors, interpreting major trends in the segments of fashion apparel, outdoor technologies, lingerie, and home & sleep lines.

*CPM exhibition runs from February 17 to 20 at IEC "Crocus Expo".*

*Official websites and social media:*

CPM: [cpm-moscow.ru](http://cpm-moscow.ru) / [telegram](#) / [vk](#)  
dreams by CPM: [dreams-moscow.ru](http://dreams-moscow.ru) / [telegram](#) / [vk](#)  
RFRF: [rfrf-moscow.ru](http://rfrf-moscow.ru)

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