



THE 45TH SEASON OF CPM FASHION EXHIBITION TOOK PLACE IN MOSCOW

On February 20, the 45th international fashion industry exhibition CPM – Collection Première Moscow concluded at IEC “Crocus Expo”. More than 700 brands from 23 countries presented Fall–Winter 2026/27 collections of womenswear, menswear, lingerie, footwear, accessories, as well as fitness, home, and sleep lines.

On February 17, the exhibition was officially opened with welcoming remarks 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), joined by theater and film actress **Victoria Maslova**. The opening also featured the premiere show of the new collection by **Tatyana Parfenova Fashion House**.

Participants, visitors, journalists, and celebrity guests were also drawn to other runway shows, including a catwalk presentation of collections by Caterina Group featuring international brands; the dramedy show “The Art of Well-Being” with European brands Rösch, Féraud, Massana, and Ysabel Mora in collaboration with the Grand Buero dramedy theater; collective runway shows CPM menswear featuring Truvor, Malagrida, Green Coast, Kigili, Enrico Cerini, Tarakanova; CPM designerpool featuring Sergey Sysoev, Tarakanova, Em Mila, Alena Pahirnitskaya, Lesia Lisun, Simanim; and CPM selected featuring Velocity, GLVR, Torris, Parfionova Home, VIP Stendo. Front-row guests and visitors to the exhibitors’ corners included Olesya Sudzilovskaya, Darya Poverennova, Renata Piotrowski, Irina Pudova, Anna Skorokhodova, Erika Zayonts, Jurate Gurauskaite and many other influencers and stars of theater, TV, and cinema.

Nikolay Yartsev, Director of CPM exhibition:

“The past season demonstrated not only the unity of the market during a period of complex transformation, but also a genuinely high level of interest in face-to-face communication, exchange of ideas, benchmarking with colleagues, discussing pressing key issues with experts and analysts, expanding professional horizons, and establishing new connections. The exhibition team actively supports these needs, as we see this dynamic as the driving force for the industry’s development.”

More than 280 brands from Russia and the EAEU countries took part in the exhibition, including well-known names such as Alexander Bogdanov, Hass, Savage, Truvor, Vira Plotnikova, Tatyana Parfenova, Sergey Sysoev, First in Space, Tezido, as well as Balunova and Tarakanova from Belarus, Alerma from Kazakhstan, Guzar from Uzbekistan, and others. The exposition featured **more than 50 brands from Italy, over 100 from Turkey, more than 20 from Belarus, more than 20 from India, and over 140 from China**. Traditionally, CPM offered quality selections across various price segments and stylistic directions. The exhibition once again confirmed its status as the platform with the most extensive selection of fashion collections and related services in Russia.



dreams by CPM exposition brought together the niches of lingerie, beachwear, homewear, fitness, and sleepwear. Buyers explored new collections from brands from Russia, Germany, Italy, Spain, Romania, the USA, Israel, Turkey, and China. One of the debutants was Juna Intimates by Anastasia Gorbatshevich, a prize winner of the RBC Fashion Review investment pitching session. Samples from her new collection—alongside those from El Punto and Niada—were showcased in trend zones created in partnership with Carlin Creative Trend Bureau, illustrating the key directions of the upcoming season in lingerie and home & sleepwear.

The exhibition also featured two trend zones dedicated to the apparel segment. CPM TRENDS Vintage space focused on vintage and nostalgia styling, illustrated through models from Alexander Bogdanov, Hass, and GLVR collections. CPM TRENDS Innotech concept corner highlighted technological innovations for outdoor apparel collections, featuring samples from Norppa and Remington. Both trend zones were created in partnership with the creative bureau Real Profit Group with the support of Design Studio “Maneken”.

Another memorable location was the special project corners supporting young designers — ***CPM designerpool***. The space, designed by architects from Sinitisa Buro, combined presentation stands, a photo exhibition, and a networking and lounge area. In addition to designer collections by Alena Pahirnitskaya and Lesia Lisun, guests could explore works by winners of the “Admiralteyskaya Iгла” young designers competition — the Simanim collection — as well as fashion photography by Taisiya Gray (Moscow), Oksana Trifonova (Saint Petersburg), Karina Prishchenko (Saint Petersburg), and Anna Ilyina (Almaty).

A special focus at the exhibition was placed on ***CPM shop & retail solutions*** segment — manufacturers of retail equipment and service companies for online and offline trade. Participating companies presented a wide range of services in store construction and efficient retail operations, including furniture, mannequins, and lighting systems production, as well as services in finance, logistics, branding, packaging, and more. Seasonal debutants included architectural bureau Sinitisa Buro, developer Hutton with light industry technopark projects, cloud service “MoySkklad”, e-commerce analytics Po:ntsecom, job search platforms Rabota.ru and “SberPodbor”, and many others.

The selection of business transformation strategies was the central theme of ***Russian Fashion Retail Forum*** held during CPM season, featuring 200 top industry speakers. More than 50 new experts joined the community, including Pavel Osovtsov, Snezhina Kulova, Andrey Zolotov (Robb Report), Evgenia Fischeleva (Lunar Hare), Tanya Fomicheva (Studio 29), Darya Ierusalimova (Ouvert), Margarita Golovkova (Melon Fashion Group), and Lada Arzumanova. Business sessions on product development, leadership, influencer marketing, and offline retail featured 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 CPM exhibition 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-incity, VMC Retail, Weshine Label, White Rabbit, Delai Magazin, Delovoy Kvartal, Design Studio Maneken, the publications Dorogoe Udovolstvie and Legprom Review, RAFI Association, RIA Moda, "BC Market Research, Svoi-Chuzhoi, Torgkomplekt, and Tretye Chuvstvo.

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