



WOMEN'S PREMIUM AND MEN'S FASHION AT CPM

From 1 to 4 September, the international fashion exhibition CPM – Collection Première Moscow at Crocus Expo International Exhibition Centre will present several major premieres from designer clothing and accessories brands. The organisers will introduce two special projects featuring well-known names from the fashion market.

After a long break, CPM is once again presenting a curated selection of Russian premium-segment brands. Six companies, inspired by the best international practices and committed to exceeding the expectations of clients and partners season after season in terms of design, quality and service, will showcase their new collections.

The fashion house EDEM COUTURE, renowned for its handcrafted bridal and eveningwear, will present the premiere of its new prêt-à-porter line, built around the concept of a business capsule wardrobe, with impeccable tailoring and meticulous attention to detail. The collection will officially launch the exhibition programme during the opening ceremony on 1 September at 12:00 PM. Another highlight will be the debut participation of DIVNO, a stylish and commercially driven plus-size clothing and accessories brand founded in 2022 by Daria Samkovich, founder of I Am Studio, Maria Fedorova, former Editor-in-Chief of Vogue and Glamour Russia, and entrepreneur Dilyara Khisamova.

Returning to the exhibition will be companies with extensive industry experience, including the knitwear brand family JACOTE FASHION KNIT FAMILY (JACOTE, CEPHEYA and YENISEY), the creative clothing and accessories line RADICAL CHIC (part of Solstudio Textile Group), the feminine label LUMIERE MAGIQUE, as well as another contemporary fashion debut, AND THE BRAND.

At a time when the market is saturated with basic wardrobe offerings, an individual approach to design and style becomes increasingly important. It is particularly challenging to express such a vision in menswear, which is why CPM is presenting a selection of five brands with distinctly different aesthetics and interpretations of the modern man. LONG RIVER will showcase a concise and functional range of accessories; 21DOT12 offers a progressive take on classic menswear; LESIA LISUN presents an intellectual interpretation of grunge; MORTININI is defined by refined aesthetics; while USHIRO from Kazakhstan offers an exceptionally versatile collection with broad styling potential. The brands are part of this season's CPM designerpool special project and will present their collections on the runway on 1 and 2 September at 1:00 PM as part of a collective fashion show. In addition, the founders of the brands will take part as speakers in several sessions of the Russian Fashion Retail Forum.

The upcoming season of the international fashion industry exhibition CPM – Collection Première Moscow will be held at the Crocus Expo IEC from September 1 to 4, 2026.

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