



CPM – SPRING-SUMMER 2027 FASHION SPACE

The international fashion industry exhibition CPM – Collection Première Moscow traditionally opens Moscow’s seasonal calendar of business events for companies, brands and entrepreneurs in the ready-to-wear and accessories market. Alongside new collections from 800 manufacturers representing 20 countries, visitors will have the opportunity to explore in-depth trend analysis for the upcoming season, helping them make more informed and considered purchasing decisions.

On 1 September, the organisers will present a large-scale collaboration created especially for CPM. The team of the French trend forecasting agency Carlin, led by Anastasia Kotova, Head of its Russian office, together with the design team of Real Profit Group, headed by Executive Producer Konstantin Grigoryev, has selected four of the most prominent fashion trends for the upcoming Spring–Summer 2027 season. The result is five trend zones illustrating the evolution of these directions across womenswear, menswear, functional fashion, lingerie and swimwear, as well as retail equipment and services. The trend zones have been created with the support of Mannequin Design Studio, Torgkomplekt and Gan.T.

[\[READ THE CARLIN TREND OVERVIEW\]](#)

The womenswear trend zone **“Adaptability”** (13B40) explores the ability of materials to transform and take on new forms. Drapery and mannequins enveloped in flowing fabrics demonstrate adaptability to the body, creating new textures, lines and silhouettes.

Lighting elements become a metaphor for inner radiance and energy, while the nude colour palette evokes natural landscapes — sandy terrains and deserts whose surfaces are constantly reshaped by wind and time. Here, form is never static: it moves, transforms and adapts. The trend is illustrated by pieces from the collections of brands participating in the CPM prime special project: EDEM Couture, Divno, Cepheya (Jacote Fashion Knit Family), Radical Chic, And The Brand and Lumiere Magique.

The lingerie and swimwear trend zone **“Joy”** (13C40) is a space filled with the energy of summer, colour and life. Watercolour lines create a dynamic horizon, while shimmering reflections on the sea become a metaphor for the light and vibrant emotions of the summer season. Exotic plants and an abundant citrus harvest symbolise purity, solar energy and abundance. It is a vision of a season where rich colour, vibrant palettes and nature come together to create a sense of carefree pleasure and joy. The trend is illustrated by pieces from the collections of companies participating in dreams by CPM: showrooms El Punto and Sollery Fashion, as well as the brand Tezido.

The **“Continuation”** (14F06) space explores the idea of continuous search and development in menswear. An hourglass shape constructed from pyramids symbolises the movement between exploration and result. The lower level represents the search for new ideas, technologies, materials

ELENA OBEREMOVA

Head of Marketing and Public Relations

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

OberemovaE@expo-fusion.ru



and approaches that shape the clothing of the future. The upper level represents the outcome of this process, where research is transformed into finished solutions and new visual codes. Between the two levels, a continuous flow emerges, emphasising that fashion has no final destination — every result becomes the starting point for the next stage.

The trend is illustrated by pieces from the collections of brands participating in the CPM designerpool men's fashion special project: 21dot12, Lesia Lisun, Ushiro, Long River and Mortinini.

“Deep Reality” (15A40) is a space dedicated to functional fashion, reflecting the aesthetics of the modern metropolis, where the fast pace of life is shaping a new language of utility and form. The properties and characteristics of concrete, metal and plastic become the foundation for reimagining the wardrobe to meet the demands of the urban environment. Lighting and graphic elements enhance the sense of movement, energy and an artificially constructed environment in which becomes part of a dynamic urban landscape. The trend is illustrated by pieces from the collections of CPM exhibitors Laplanger and Scanndi Finland.

The most unconventional of all the trend zones, **“Retail”** (14F50–14G51), explores one of the key ecosystems shaping the modern shopping experience: the retail environment itself.

The installation examines shopping as an integrated system encompassing architecture and visual identity, equipment, technology and services — all of which contribute to a memorable emotional experience. The shop window, envisioned as a city of the future, consists of individual cells, with each element becoming part of a larger mechanism. The installation showcases relevant and practical business solutions capable of transforming a product, a store and an entire company into a modern and reliable partner for every customer.

The direction is illustrated by products and service solutions from 20 companies participating in the CPM shop & retail solutions section.

[\[GET A PERSONAL E-TICKET\]](#)

As always, trends will be a major focus of **the Russian Fashion Retail Forum** programme.

On 1 September at 2:00 PM, at the new RFRF Skills (15A01) venue, Polina Andreeva from Carlin will present five key commercial trends for Spring–Summer 2027. At 2:30 PM, Irina Sukhanova, a graduate of the Trend Forecasting course at the British Higher School of Art and Design and Product Manager at Le Journal Intime, will share insights into how to turn a trend report into a commercially viable product assortment. At 4:00 PM, Maria Shchennikova, Head of Commercial Trend Forecasting at Fashion Consulting Group, will continue the discussion with an overview of the key directions for the upcoming season from Future Snoops. The session will take place at RFRF Workshop (14F58).

[\[SEE THE SCHEDULE OF THE BUSINESS FORUM\]](#)

ELENA OBEREMOVA

Head of Marketing and Public Relations

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

OberemovaE@expo-fusion.ru



The traditional highlight of the trend discussions will be a major public talk on the main stage of the business forum, **RFRF Stage** (14A97), on 2 September at 11:00 AM. The discussion will be moderated by fashion analyst Andrey Abolenkin, with Maria Shchennikova (Fashion Consulting Group), Anastasia Kotova (Carlin), Rosemary Thurman (British Higher School of Art and Design / How Fashion Works) and Ekaterina Belyaeva (Solstudio Textile Design) joining the panel. The conversation will continue at RFRF Workshop (14F58) at 2:00 PM, with an expert session on visionary buying featuring Andrey Abolenkin, Stanislav Groza (Shinrai) and Yulia Dumnova (Dumnova). At 3:00 PM, another expert session will explore the influence of trends on product development, featuring Anastasia Kotova, Rosemary Thurman and Lyubov Anfimova (Marsena).

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.

Follow the news on official websites and social networks:

CPM: cpm-moscow.com / [telegram](#) / [vk](#)

ELENA OBEREMOVA

Head of Marketing and Public Relations

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

OberemovaE@expo-fusion.ru