



DREAMS BY CPM AWARDS X LINGERIE MAGAZINE: THE ART OF DETAIL

Expo Fusion, with the support of Lingerie Magazine, is proud to announce the launch of **dreams by CPM AWARDS X LingerieMagazine**, a significant award for the best lingerie and swimwear stores in Russia. More than just a competition, the award is a celebration of beauty, comfort and refined style, recognising those who understand how the smallest details can make a truly memorable customer experience.

We want to recognise those who turn an ordinary purchase into a truly special experience. Those who have an intuitive understanding of trends, carefully curate their collections and create spaces with an atmosphere that makes customers want to stay a little longer. In a world where fashion is constantly evolving and consumers are becoming increasingly discerning, these are the stores that set the standard — destinations for those looking for more than just a product, but for a personal experience and a journey of self-discovery.

The idea of the award

dreams by CPM AWARDS X Lingerie Magazine is an opportunity to highlight the philosophy behind every successful boutique — from brand selection and buyers' expertise to the atmosphere of the store and the personal attention given to each customer. We look beyond sales figures. We value the experience a store creates: the stories told through its displays, the emotions experienced in its fitting rooms and the atmosphere that makes customers want to stay a little longer.

Why it matters

For boutiques, **dreams by CPM AWARDS X Lingerie Magazine** is more than a mark of recognition. It is an opportunity to gain nationwide visibility, strengthen their reputation and receive additional media exposure through Lingerie Magazine, a leading industry publication. For readers and consumers, the award offers an opportunity to discover the country's leading lingerie and swimwear boutiques, where quality, style and service meet the highest standards.

The Ceremony and Media Coverage

The awards ceremony will be a special event for the industry, featuring striking looks, stylish photography, interviews with the winners and stories behind the creation of some of Russia's most outstanding boutiques.

dreams Evening, featuring the shows of **dreams by CPM FASHION SHOW**, followed **dreams by CPM AWARDS X LingerieMagazine**, will take place on September 2, 2026 at 4:00 PM on the main stage of CPM exhibition at the Crocus Expo IEC in Pavilion 3, Hall 15.

Dreams by CPM AWARDS X LingerieMagazine is about dreams becoming reality, inspiring style and the people who make the lingerie and swimwear industry truly special.

Join us in celebrating beauty and recognising the best boutiques in Russia!



Follow the latest news on official websites and social networks:

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