



DREAMS BY CPM: NEW COLLECTIONS, RUNWAY SHOWS AND A NEW AWARD FOR LINGERIE BUYERS

The international exhibition dedicated to lingerie, swimwear and fitness fashion, as well as loungewear and sleepwear, dreams by CPM will bring together industry professionals and showcase Spring–Summer 2027 collections from Russian and international brands from 1 to 4 September 2026 in Hall 13, Pavilion 3 of the Crocus Expo IEC.

Among the prominent exhibitors will be brand distributors EL PUNTO, NIADA SHOWROOM and SOLLERY FASHION, specialising in lingerie and swimwear. Alongside their brands ROIDAL, TESSY, HUIT8, PLUTO, NUEAME, ISA BELLE DI SAMO GABRSCEK, FLORA LASTRAIOLI, VAL D'AZUR, NIADA STUDIO, MORE and NO ORDINARY MAN, the exhibition will also feature new collections from TEZIDO, FABBRO, PRELUDE MILANO, JOLIDON and other brands.

Catwalk presentations will be a traditional decoration of the event program. On 1 September at 5:00 PM, CATERINA GROUP will present its evening programme, while NIADA STUDIO will join the collective CPM SELECTED runway show, taking place on 1 and 2 September at 3:00 PM. On 2 September, exhibitors and visitors will also be invited to a special event — DREAMS EVENING. The programme will feature a collective runway show presenting PLUTO, VAL D'AZUR, MORE, PRELUDE MILANO, JOLIDON, ROIDAL, TESSY and TEZIDO, followed by the inaugural DREAMS BY CPM AWARDS x LINGERIEMAGAZINE, recognising outstanding lingerie buyers. The award will be presented in collaboration with the team behind the eponymous lingerie industry publication and its Editor-in-Chief, Olga Kudryavtseva.

A major highlight of dreams by CPM will be the dedicated lingerie and swimwear trend zone “Joy”. Filled with the energy of summer, colour and life, the space has been created through a collaboration between the exhibition, French trend forecasting agency Carlin and the creative team at Real Profit Group. The season’s key looks, where vibrant colour, rich palettes and nature come together to create a sense of carefree pleasure and joy, will be illustrated by pieces from participating companies: showrooms EL PUNTO and SOLLERY FASHION, as well as the brand TEZIDO.

An integral part of the exhibition programme will be the Russian Fashion Retail Forum – Dreams Dialogue, bringing together more than 30 speakers and hundreds of attendees. Industry professionals will discuss the key challenges facing the market, including effective tools for supporting and sustaining businesses in 2026, unconventional approaches to product development, collaborations and partnerships, as well as effective strategies for attracting and retaining customers, developing sales channels and building strong teams. Featured speakers will include Lina Dembikova, founder of AVA Academy and accessories brand TAUT; Vera Biryukova, Olympic champion in rhythmic gymnastics and founder of V2SD; Kristina Skukina, Beauty Director at GRAZIA; Elizaveta Cheprasova, Fashion Director at THE VOICE; Yan Grigoryev, founder of TEZIDO; Denis Nikiforov, business transformation expert and former General Manager of VANS Russia; as well as Daria Yarygina, curator of Dreams Dialogue and founder of the production agency BRAND AESTHETIC, among many others. *Follow the news on official websites and social networks:*

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