NEW VENUE – NEW OPPORTUNITIES: CPM EXPANDS ITS EXHIBITION AND STRENGTHENS KEY SECTORS

Preparations for the 47th edition of CPM – Collection Première Moscow, the largest international fashion trade show, are well underway. The event will be held at the new multifunctional congress and exhibition center VDNH EXPO, where Russian and international market players will gather from February 23 to 26, 2027.

The *CPM* exhibition will occupy two entire pavilions: 69 and 75. For the guests comfort, entry to the complex will be available both from the Prodolny Proyezd side (behind the "Worker and Kolkhoz Woman" monument) and through the well-known main entrance of Pavilion 75, located on the Northern Proyezd side. This new venue offers participants and visitors a unified, 3-level infrastructure – complete with common areas and a food court – along with 3 exhibition halls (75A, 75C, and 69). It also ensures comfort logistics to arrive by public or private transport, with regular shuttles from the VDNH metro station and parking areas.

Hall 69 will host exhibitors from Europe and Turkiye, a lounge for VIP buyers, trend areas for menswear and womenswear, as well as the offices of the organizers and *CPM*'s international partner associations.

Hall 75A will feature an exhibition of Russian brands, as well as manufacturers from China, India, and other countries. It will also host participants of the *dreams by CPM* project showcasing a range of lingerie, beachwear, and fitness & home wear, and also the main exhibition runway, the *CPM fashion stage*.

Hall 75C will accommodate providers of retail equipment and services, along with sections *CPM kids, details, accessories & shoes, designerpool*, and *school*. This hall will also feature manufacturers of high-tech outdoor wear from China, as well as the venue for the *Russian Fashion Retail Forum* and stands for media partners.

For the upcoming season, the organizers plan to strengthen brand representation across several key areas. Kids and teen fashion will be featured in the *CPM kids* segment which holds significant potential. Both the organizers and market analysts identify lingerie and fitness apparel as particularly promising niches, which are the focus of the *dreams by CPM* exhibition project. Another important area, bridging the fashion industry with other consumer markets, is the *CPM shop & retail solutions* segment; this features an exhibition of companies that manufacture equipment and provide services for the construction and development of stores, covering categories such as store design, multimedia communication and lighting technologies, packaging, aroma marketing, and more.

Traditional highlights for exhibition visitors will include the captivating *CPM* fashion shows, the inspiring trend areas, and regular guided tours throughout the entire exhibition.

CPM – Collection Première Moscow will take place from February 23 to 26, 2027,
at the VDNH EXPO congress and exhibition center.

Official websites and social media:
CPM: cpm-moscow.ru / telegram / vk
dreams by CPM: dreams-moscow.ru / 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