



31st CPM Moscow

CPM Body & Beach

Lingerie and beachwear to remain an integral part of CPM

- **160 brands from 20 countries showcased in hall 2.4 of the Expocentre exhibition grounds**
- **CPM Body & Beach Trend Zone and fashion shows twice a day during the entire duration of the fair in the 'Show Case' of hall 2.4**
- **Announcement of the winner of the 'New Faces Young Designer' competition by Italian magazine 'Intimoda' on Thursday, 6 September 2018**
- **Presentation of winning collection in a separate fashion show in the CPM Body & Beach hall 2.4**
- **'Grand Defile Body & Beach powered by Lingerie Magazin' on the first evening of the fair**

"Nothing is as constant as change..." – also at CPM Moscow! From the 31st edition of CPM, which is taking place from **4-7 September 2018**, lingerie, body, leg, swim and beachwear will be presented under the 'CPM Body & Beach' banner once again, now under its own management.



“The return of CPM Body & Beach to the CPM family has been very well received by the exhibitors because the new concept for this area also involves a certain amount of optimisation to bring exhibitors and visitors even closer together. As an established Russian trade fair organiser that is very familiar with the local conditions and also part of them, we are now, for example, appealing to buyers from Russia and the Eurasian Economic Union in an even more targeted and direct way. With the relaunch of this important themed area, CPM is once again complete and bringing together fashion, underwear, lingerie, accessories and shoes under one umbrella brand,” emphasised **Thomas Stenzel, Managing Director of OOO Messe Düsseldorf Moscow.**

The September 2018 edition of CPM Body & Beach is stable and internationally positioned: 160 brands from a total of 20 countries with manufacturers from countries including Germany, Italy, France, Spain and many others will be presenting their collections for spring/summer 2019 in hall 2.4 of the Expocentre exhibition grounds in the heart of Moscow.

“With the reintegration of this segment under the CPM umbrella, we can now focus even more of our efforts on exhibitor marketing and acquisition. Thanks to this change, we are now working with our entire network of international representatives – which offers us a huge advantage! And it also means that we can even appeal to brands from Turkey, Brazil, Colombia and the USA to come and exhibit here,” sums up **Christian Kasch, Project Director International of CPM and CPM Board Member.**

Germany is represented with a large number of brands including *Baldessarini, Bugatti Underwear, Calao, Ceceba, Götzburg, Mey, Nina von C., Ringella, Rösch Couture, Taubert* and *Tom Tailor*. The following labels will be presented by *Das modische Darunter* from Italy: *Curve Pericolose, Iconique, Manam, Miradonna by Miraclesuit, Raffaella d’Angelo, Trasparenze, Valery* and *Vilfram*. Also from Italy: *Antica Sartoria by Giacomo Cinque*. Greece is recording the largest growth in exhibitor numbers with new additions including: *Bilitis, Jeanette, Med, Miss Rosy, Pixie, Reef Code, Rock Club Couture* and *Solano*. One brand that



has already been exhibiting here for many seasons is *Minerva*. Other international labels to watch out for include: *Maidenform*, *Michael Kors Swimwear*, *Heidi Klum Lingerie*, *Polo Ralph Lauren Swimwear* and *Zimmerli*. Making its debut is *Infinity* with the brand *MeMoi Collection* from the USA. *Larissa Minatto* and *Maryssi* are two brands from the Brazilian pavilion. And Russia is also well represented with labels like *Dyma*, *La Dea*, *Pique* and *Trikozza*.

New inspiration for next summer's lingerie and beachwear orders can be found in the CPM Body & Beach Trend Zone and fashion shows, which will be taking place on every day of the fair in the 'Show Case' in hall 2.4. Right next to this, various professional seminars will be taking place in the Intima Lounge. On Thursday, 6 September 2018, 'Intimoda' magazine by the Intima Media Group will be announcing the finalists of the 'New Faces' Young Designer competition. The winning collection will be presented in a separate fashion show in the CPM Body & Beach hall 2.4. And awaiting invited guests on the first evening of the tradeshow is the 'Grand Defile Body & Beach powered by Lingerie Magazin' under the title of 'Flamenco Colours'.

Düsseldorf, 25 July 2018

Upcoming CPM Moscow dates – Expocentre Fairgrounds Moscow

4-7 September 2018

25-28 February 2019

3-6 September 2019

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