



SUCCESSFUL RELAUNCH OF THE CPM BODY&BEACH EXHIBITION

On September 7, the latest season of the CPM Body & Beach exhibition for lingerie and beachwear, marked by the concept update and expanded program, was over. During four days, 160 brands from 21 countries presented their collections of fashionable lingerie, swimwear and homewear for the next spring-summer 2019 season at Expocentre Fairgrounds.

The exhibition was significantly more eventful than ever before: 7 strategic sessions of the business program “CPM Body & Beach Talks” and 6 “Showcase”- sections with fashion shows of Russian and world lingerie brands, accompanied by the premiere “Body&Beach VIP Cocktail” event for buyers and experts and the traditional Grand Defile Lingerie Gala Show on the main Runway of the CPM-Collection Premiere Moscow, took place during the fair.

Visitors of the lingerie pavilion were welcomed by not only improved navigation and information desks, but also a new Body & Beach trend zone, prepared in cooperation with the Fashion Snoops American Agency for fashion trends forecasting. The latest fashion trends were illustrated with samples of the MED, Gisela and Paris Club brands. Twice a day fashionable showcases (defiles) from the Lingerie Magazine team were held in the presentation zone, supported by the Japanese professional brand LebeL. The buyer shows included Rose&Petal, Konrad, Bip-Bip, Maryssil, Larissa Minato, Vitamin A, Beach Bunny, Jolidon and Prelude brands.

On the third day of the exhibition, the finals took place and the works of the participants of the professional contest held by the Russian edition of the Intima Media Group - Intimoda - "New Faces/Novie Litsa ", were presented. Aruelle (Monica Yankowska), Ana Popova (Anna Popova), Lacerini (Julia Bobrova), Nudo Lingerie (Olga Lyubimova), and So-Sexy.Me (Elena Luchkova) became the finalists of the project. And the winner was the VS World collection by Anastasia Nikitina.

However, despite the highest concentration of fashion and beauty, the entire space of **CPM Body & Beach** was subordinated to business solutions. Seven mini-conferences were held in the presentation area: managing your own lingerie boutique (by Fashion Consulting Group), trends for spring-summer 2019 and bestsellers from 2018 (by Intima Media Group), labelling of underwear/shoes/clothes (by Lingerie Magazine) and peculiarities of work on the Russian fashion market (by Parizhanka Group of Companies). After each business program session, many participants and guests stayed longer to continue discussions, whereas the business meetings and negotiations of exhibitors and their key partners in the Body & Beach VIP Lounge went on almost continuously.

Christian Kasch, CPM International Project Director of the CPM project and Member of CPM Board: "The organizer team, as well as exhibitors and buyers of the Body&Beach segment are all unanimous in their appreciation of the past season. For the first time we were able to hold a special VIP Cocktail event at the venue, which combined the celebration of the relaunch of the lingerie segment and the presentation of Colombian beach fashion brands marked by the official visit of the Ambassador of the Republic of Colombia Mr. Caballero-this is a great success for all of us."

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Nikolay Yartsev, Russian CPM Project Director: "Last season we made a bet on inviting the top premium segment buyers engaged in the lingerie business, and it was the right choice. Thanks to the support of Russian partners from RAFI and international partners from EMI and Igedo Company, we managed to achieve our goals: exhibitors were satisfied with new contacts, and retailers – with the CPM Body & Beach exposition".

EXHIBITORS ' COMMENTS:

Silvia Barcella, Ritratti Milano Export Sales Coordinator: " I would like to emphasize the new design of the lingerie pavilion and the high degree of comfort for exhibitors and visitors. The Grand Defile Lingerie evening event, a colorful show so beloved by buyers and manufacturers, also deserves special attention. According to our agent, several promising orders were collected at the exhibition, not only from Russia but also from other countries, which means that the main mission of participating in the CPM Body & Beach was successfully fulfilled."

Ana Patricia Urrea Jimenez, Ellipse Creative Director: " We heartily welcome the Relaunch of the CPM Body & Beach area, and are really proud of how great our brand was accepted here. First and foremost, we would like to emphasize a serious and professional approach of exhibition organization. We have high expectations in terms of sales in the Russian market and believe that participation in CPM Body & Beach is one of the means to achieve our goal.

Natalia Stelmakh, Gisela Export Manager: "This season we have presented new collections of swimsuits and beachwear with various innovations and received a very positive response from the Russian market. We were pleased with the visitor geography: we met many new guests and our existing customers from the most distant regions of Russia, and from other countries."

Katerina Nuttin, Commercial Director of Smeralda Swimwear: "We are happy that Smeralda is finally present in Russia, because this market is of high interest to us. The atmosphere of the fair, the organization and the visitor feedback impressed us a lot. The Body & Beach VIP Cocktail event held within the framework of the exhibition helped our positioning a lot. We hope that our collections will emphasize the beauty of gorgeous Russian women".

BUYERS' COMMENTS:

Olga Shamoyda, OhrioStore (Pyatigorsk). "I have discovered new brands, which are not part of the premium segment, but their quality and assortment are exactly what I'm looking for. My regular assortment includes such brands as Luli Fama, PilyQ, VitaminA, L'Space. At this fair I focused my attention on collections by Larissa Minatto, MED and Jolidon Prelude, as well as the brands from Colombia.

Lyudmila Sabakhaeva, Bayer of Santa Fee Salon (Irkutsk): "A big thank you goes to the fair organizers, because we have managed to discover new brands: Club Voltare clothes and beachwear by Antica Sartoria. Our regular partners are Ritratti, Pluto, Raffaella d'Angelo, Zimmerli, Empreinte, Figurata."

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REVIEWS OF STAR GUESTS:

Julia Mikhalchik, singer: "I was interested in the Colombian lingerie booth and home clothes by Ellipse. As a conservative, I'd rather prefer if not all covered, then very reserved models. And I found my dream kimono at Ellipse. I just fell in love with this piece; color, quality, an exotic bird print - I immediately realized that this is my thing! In general, I was very impressed by the atmosphere of CPM. It is comfortable, spacious enough to take your time and look at your favorite collections calmly and without fuss. "

Margarita Mitrofanova, TV / Radio host: "For many, South America is associated with temper, beauty, warmth, amazing nature and TV Soaps telling exciting love stories. We see beautiful women, handsome men and high-quality stylish clothes on the screen. Therefore, the Colombian brand of underwear and home wear is very interesting. The Ellipse brand, presented at CPM, really interested me. Stunning colors, from deep black to pale pink, hand embroidery, including the pieces with a 3d-effect, high-quality fabrics, which are so important for this segment and, of course, all in absolute trend. I'd save my dreams of feminine, piquant styles for spring, meantime, I can quite imagine myself on the balcony of a Colombian villa wearing a silk peignoir! So I'm going to buy myself a dressing gown from Ellipse in the nearest future and make plans to conquer South America, standing at my Moscow window."

CPM Body & Beach exhibition as part of CPM-Collection Première Moscow will be held from February 25 to February 28, 2019 at the Expocentre Fairgrounds in Moscow. Russian and international manufacturers will present their collections of the autumn-winter season 2019/20.

For more details: www.cpm-moscow.ru | www.cpm-moscow.com

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