



## **Preview of 32<sup>nd</sup> CPM Moscow**

**Up to 90% of exhibition spaces already fully booked**

- **NEW: Body & Beach Fabrics**
- **NEW: CPM Kids' Corner in the foyer**
- **NEW: Catwalk now located in Hall 2.3**
- **NEW: 'Modest Fashion' area**

There has been a positive upturn on the growing Russian fashion market for several seasons now. In reflection of this, CPM organiser 'OOO Messe Düsseldorf Moscow' and Igedo Company Düsseldorf as co-organiser are reporting a high demand in all areas for exhibition spaces, which have been reserved by fashion brands from all over the world months before the event and are almost fully booked. Over 90% of the exhibitors have already confirmed their participation in the upcoming edition of CPM.

750 exhibitors from around 30 countries with approx. 1,300 collections presented themselves at the September 2018 edition of the biggest order platform for the Russian and Eastern European fashion market. As an internationally relevant, strong fashion fair, from 25-28 February 2019 CPM will be building on its previous success on the 'Expocentre' exhibition grounds and is further developing both its specialist seminar line-up as well as several segments.



## International participation

*“As well as Russian fashion producers, there will also be a large number of international brands presenting their autumn/winter 2019/20 collections to the professional visitors as always. Germany, Italy, France, Turkey and Greece are among the most strongly represented countries,”*

sums up **Thomas Stenzel, Managing Director of ‘OOO Messe Düsseldorf Moscow’.**

The largest European collective traditionally comes from Germany: just under 300 premium-quality brands were showcased in the ‘Made in Germany’ country pavilion at the September 2018 edition of CPM. The German pavilion will also be part of the forum in February 2019 and will be covering an even larger area than previously. A wide spectrum of noteworthy, premium brands and high-quality lifestyle labels will be presenting themselves once again: from sporty and functional to timeless and elegant down to stylish and modern. The list of new brands includes *Bäumler, Camel Active, Comma, m.e.n.s. Heinecke & Klaproth* and *Wellensteyn*.

Italy, one of the world’s most established fashion countries, was represented at the last CPM with just under 180 fashion brands. ‘Fashion from Italy’ in cooperation with EMI (Ente Moda Italia) will be located in Hall 2.1.: the list of ladies’ and menswear brands exhibiting there includes *Carla VI, Carnevale 1951, Chocolat, Easy Maxfort, Elisa Cavaletti, Francesca by Sottini, Galotti, Heresis, Indaco, Lorena Benatti, Maxfort, Piero Moretti, Rosanna Pellegrini, She’s so* and *Sophia Curvy*.



French fashion, as a central magnet for the international fashion business, was represented at the September 2018 edition with more than 50 French brands as well as an extended 'Mode in France' with a newly revised concept. Premium French brands offering discerning buyers an exclusive selection were also represented. For February 2019, the area is expected to increase in size as a result of the expansion of the range to include new menswear suppliers. As part of a close partnership with the association Fédération Française du Prêt à Porter, CPM is presenting 'Mode in France' in Hall 8.2., where visitors will find brands with French sophistication and modern casualness like *Dehry*, *Mat de Misaine* and *Rhum Raisin*, plus new addition *Odemai*.

Both in terms of the number of exhibitors as well as the number of visitors, Turkey is a strong partner of CPM: in September 2018, around 140 brands and a stylish booth concept with decorative elements demonstrated the diversity and fashion expertise of this country, which will also be representing a growing market at CPM in February 2019. 'Made in Turkey' will be located in Hall 2.2. and presenting labels such as *Bisa*, *Cartigiano in Bottega*, *Climber by Cuno*, *Dosso Dossi* and *Mees*.

And for Greek participants, CPM is also the most important order and information event for Russia and Eastern Europe. With support from the Economic Association of the Greek Industry, Enterprise Greece and market-specific consultancy by VESTI MUNDO, companies from Greece are provided with the ideal conditions to develop professional business strategies for their business in Russia on one of the most important growth markets for fashion. Numerous registrations have already been received from Greece, from brands like *Axel*, *Estetica*, *La Vaca Loca*, *MAT*, *MED*, *Ozai N Ku* and *Rock Club*.

Fashion from the Baltic countries is also represented at CPM, for example with the brand *Jums* from Lithuania, which has already confirmed its participation at this early stage.



“CPM is a tradeshow that people keep coming back to, which speaks volumes about the platform’s strong expertise and power. For the upcoming 32<sup>nd</sup> edition of CPM we have been able to attract a large number of new brands in addition to our regular exhibitors, which we are very happy about! We recommend companies that still want to register to quickly decide and to reserve one of the remaining, very limited exhibition spaces by the beginning of December 2018,” concludes **Christian Kasch, CPM’s Project Director International and Member of the Board.**

## Visitor structure

Out of the 21,500 professional visitors from Russia, the Eurasian Economic Union and Europe who came to the 31<sup>st</sup> edition of CPM at the ‘Expocentre’ exhibition grounds in Moscow, almost 30% came from retail stores, around 20% from specialised stores and over 12% from vertical fashion chains. Other visitors came from online retail, shopping malls, department stores or concept stores.

The majority of visitors to the 31<sup>st</sup> edition of CPM came from Russia and the Eurasian Economic Union. But the organisers also reported an increased number of registrations from visitors from Europe at the previous edition of the fair. This platform is particularly interesting for European buyers, particularly from Turkey, who are looking for exciting Russian brands. In second place was Italy, followed by Germany in third place. This was followed by Poland, France and Spain in the ranking of top visitor countries from Europe.

In terms of the price segmentation, CPM attracts, above all, the mid-segment with over 70% and upmarket specialist retailers with over 25%. But CPM also remains an attractive platform for buyers from the high-end sector: just under 8% of the visitors were from the luxury market category.



Just under half of the buyers come from Moscow and its surroundings, almost 9% from Central Russia and the Volga Region, around 3% from St. Petersburg and slightly more than 2%, i.e. more than 400 visitors, from the Far East.

Over 70% of the visitors surveyed had their sights set on womenswear. Just under 35% were interested in menswear. Around 20% came to view accessories and almost 15% to see young and casual fashion and denim. More than 12% of the professional visitors were attracted by the international designers, while over 10% of the visitors surveyed were attending to get an overview of the latest footwear fashions, with the same amount coming to find out about the latest trends in kidswear. For over 10%, i.e. more than 2,200 of the visitors surveyed, the new segment 'CPM Body & Beach', which is now being continued under its own management, is of a high relevance. 9% of the visitors came to browse and order leather goods and furs. According to the survey results, the interest in eveningwear was 8%.

Visiting CPM is usually a job for managers: in total, just under 70% of the professional visitors come from the highest levels of management and have the positions owner, managing director or CEO.

## Updates & news

For the upcoming edition the seminar line-up is being further optimised with leading market experts and keynote speakers. The segments are also being consistently further developed. One new addition is the self-contained seminar area in Hall 2.4, for which the '**CPM Body & Beach**', which is now being managed back under the CPM flag again, is being extended for the February 2019 edition by the newly created '**CPM Body & Beach Fabrics**' area.



In the words of **CPM's Russian Project Director, Nikolay Yarzew**: “We are permanently working on actively further developing all CPM segments. The ‘Body & Beach Fabrics’ area is a welcome new addition to ‘CPM Body & Beach’. Here, buyers and other professional visitors will find a wide offer of accessories, haberdashery and accessories for the production of fashionable underwear, swimwear and homeware. At the next edition we will also be presenting services by textile design developers and e-commerce operators for the lingerie segment.”

Following its successful ‘revamp’ and its integration into Hall 7.2, the ‘**RFRF - Russian Fashion Retail Forum**’ organised by the Fashion Consulting Group and PROfashion Consulting is staying true to its new format and the new location. This new location opens it up to a higher number of participants and the opportunity to optimise the presentation technology for the high-profile experts. According to surveys, particularly important to the visitors were contents that are relevant to the entire following season and that help them to make important management decisions, which is why a corresponding offer will be made here too.

For the first time, CPM is also presenting the ‘**Modest Fashion**’ area accompanied by a seminar on developing this globally relevant market that is worth billions: here the focus will be on fashion aimed at cultures with religious clothing rules, but at the same time also appeals to the mainstream. Discreet concealment, lots of fabric and layering are the fashion buzzwords here.

The **Matchmaking Seminar** has been developed for international brands looking for an agency in Russia. And the presentation by **WGSN** for designers, fashion analysts and stylists will be putting the spotlight on the latest fashion trends. The new location of the fashion show hall is enabling new show presentations: the catwalk will be moving from Hall 8.3 to Hall 2.3 next to ‘**CPM Accessories & Shoes**’ with brands like *Avanta/Level Pro*, *Krikos*, *Nikola*, *Rabionek*, *Raganella Princess*, *Solbi* and *Uvelina*. A new addition to this area is *Barbaras* from



Poland. And the **'Handmade in Russia'** project can also be found in the Accessories & Shoes segment with various brands like *Fiore di firenze*, *Madreperla* and *Orgalica*.

The show line-up on all three days of the fair includes the popular **'CPM Selected & Designerpool'** shows as well as the **'CPM Body & Beach'** showcase and the **lingerie** shows as part of the **'Grand Defile Lingerie'**. The finale of the **PROfashion Masters Designer Contest** with a show and award ceremony is taking place on 27 February 2019 at 4:00 pm in Hall 2.3.

**'CPM Kids Corner'** can now be found with a host of noteworthy brands in the Foyer, Gallery Basement. It will be directly connected to the highly frequented hall Forum, where in addition to international kidswear, leading Russian sponsorship projects from the fashion sector will be presented for the third time in a row.

Already firmly established are the Russian **'Designerpool'**, **'Handmade'** and **'StartUp Russia'** areas, which constantly attract new exhibitors to the fair. For the first time, the **'CPM My Country'** project is presenting designers from outside of Russia. Thanks to the cooperation with the national Fashion Weeks in Kazakhstan and Uzbekistan, fashion industry representatives from these countries will also be taking part.

Düsseldorf, 27 November 2018

#### **Upcoming dates of CPM Moscow at the Expocentre exhibition grounds**

25–28 February 2019

3–6 September 2019

#### **FIND OUT MORE...**

[www.cpm-moscow.ru](http://www.cpm-moscow.ru)

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