



Stability and continuity

32nd CPM Moscow

Review

“The starting conditions for the new ordering season – specifically the increases in excise duties and import regulations – weren’t exactly encouraging in the run-up to CPM. But as expected, Russia’s passion for fashion continues unabated. The quality of the visitors was once again extremely high: with packed halls and satisfied exhibitors, CPM remains the No. 1 ordering platform. Leading the way among the European exhibitors, for example, was Spain, which had a significant increase in its number of exhibitors. And of course also Italy, Germany and Turkey, the strong nations at CPM, also impressed retailers with their top sellers. There was also a buoyant mood among Russian brands, which are performing well domestically and going from strength to strength on the export market. All in all, there is a positive atmosphere, which is built on the foundations of stability and continuity. The Russian market has succeeded in retaining its appeal and is constantly reasserting its huge potential.”

Thomas Stenzel, Managing Director, OOO Messe Düsseldorf Moscow

After the four days of the fair, the organisers of CPM Collection Première Moscow are once again concluding the event on a positive note: on a total area of around 50,000 m², around 1,400 collections from 35 countries were presented for the autumn/winter 2019/20 season at the Expocentre exhibition grounds in Moscow from 25-28 February 2019 with visitor numbers on a par. Europe also was represented well at the fair: Germany with 300 brands, Italy with 130, Turkey with 160 and France with around 50 brands.



“Around 25 exhibitors from Poland also made the decision to exhibit at CPM. The feedback was consistently positive. Overall, the feedback from all segments was optimistic and confirmed that we are taking the right approach. We are particularly delighted that so many new buyers have found their way to CPM,” says **Christian Kasch, Project Director International and Member of the Board.**

In the ‘CPM Body & Beach’ area, which also had its own show, 144 brands from 25 countries showcased their new lingerie and beachwear collections. And a new addition to round off this segment is ‘CPM Body & Beach Fabrics’, which presented a wide range of materials and haberdashery for making lingerie and beachwear. The highlights of this segment included the ‘CPM Body & Beach VIP Cocktail’ event attended by celebrity guests, industry experts, journalists and buyers. Oksana Fedorova, who is enjoying huge popularity on Russian TV with the marketing of her own collection, guided the audience through the evening. Also among the guests were country representatives such as Miguel Rodríguez Pérez, Head of Spain’s Trade and Economic Department. Throughout the fair, specific talks and workshops were also offered, including with keynote speakers from the Intima Media Group and the Fashion Consulting Group on topics specific to lingerie and beachwear.

One of the world’s fastest growing segments celebrated its premiere at CPM: modest fashion. During the Russian Fashion Retail Forums, Dilyara Sadrieva, international expert, analyst, researcher and co-founder of ‘Modest Fashion Russia’ reported on the global processes, the potential for the Russian market and the profile of young modest fashion consumers.

In the words of CPM’s Russian Project Director, Nikolay Yarzew: “At the start of the new season, we launched the two very different projects ‘CPM Body & Beach Fabrics’ and ‘CPM Modest Fashion’. They are both equally significant for the Russian market and were both met with huge interest. And we are basing our future expansion plans around this accordingly.”



In addition to the 'CPM My Country' initiative, including with participants from Kazakhstan and Uzbekistan at one collective booth, the 'CPM Designerpool' sponsorship project also showcased interesting young designers and talents. This season it was newcomer brands and young designers like *Brier* from Moscow, *Ianis Chamalidy* from St. Petersburg, U. G. L. Y. by *Nani Koberidze* from Tiflis, Georgia and *LOOM Weaving* by *Inga and Helen Manukyan* from Yerevan, Armenia.

Not to be missed is the CPM's programme of accompanying events: the overarching theme of the 22nd edition of the 'Russian Fashion Retail Forum' was "Customising and personalisation: Key trends of the Russian fashion industry in 2019". And the Trendforecasts by WGSN also proved hugely popular. A new addition is the 'Trend Gallery' with fashion forecasts, inspiration on styles, colours and moods, as well as more specific recommendations for the next ordering round in Russia and the GUS countries. A series of seminars by multichannel B2B platform 'Fashion Magazin' in cooperation with the designer colleges ArtFuture and ARTISIA, the Russian state university Kosygin University (RSU), and Russia's National Research University Higher School of Economics covered the topic of education- in the fashion industry.

And what would CPM be without a good portion of glamour? The guest of honour at the CPM opening party was Anfisa Chekhova, a well-known Russian TV host and co-founder of the By.Che brand. Brands like *Amaia*, *BY.World*, *Duffy NY*, *He Has 34*, *Leonisa*, *Punto Blanco*, *Tricot Chic* and *Vladi Collection* could be admired in the opening show. With its VIP appeal, Japanese cosmetic brand Lebel was once again one of the sponsors of the opening event.

The next CPM for the spring/summer 2020 season is taking place from 3-6 September 2019 at the Expocentre exhibition grounds in Moscow, with segments including CPM Premium, CPM Accessories & Shoes, CPM Body & Beach/Fabrics and CPM Kids.



STATEMENTS

COMMA, Viktorya Funke

This is our first time here and we're very happy with how it's gone, from the set-up of our booth and the smooth running of the event down to the good business deals we have done.

FONTANELLI, Amedeo Rocchini, owner

Despite a difficult time for Italian companies and the general economic situation in Russia, CPM is always a reference market for the 'Made in Italy' collective booth, and also very well organised.

MEY, Guido Buck, Export Manager

As usual, the fair is excellently organised, and the booth builders are great – thank you very much! We had good visitors at our booth were also able to gain three new customers despite the general economic situation and the resulting stagnation.

NAF NAF, Svetlana Selezneva, Area Sales Manager

This is our first time at CPM, and it's been great. This is a good place for us to do business because we serve the Russian market in three ways: firstly, we have franchise partners with shops in Russia, secondly, we serve customers via our online portal and thirdly, we exhibit in Paris and at the CPM fair in Russia, where many Russian buyers place orders. Now we're also looking for a Russian agent to help us reach and serve the smaller boutiques.

RIANI, Sofia Osmolskaya, Brand Manager

The fair went very smoothly as always, we are very satisfied! We have done some really good business here and our feedback is positive.

Düsseldorf, 5 March 2019



Upcoming date of CPM Moscow at the Expocentre exhibition grounds:

3-6 September 2019

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