



Review of 33rd CPM

Spotlight on digitalisation and more...

“Attracting an impressive 21,300 professional buyers, the 33rd edition of CPM is the number one platform for seasonal and direct orders. As always, it was rounded off by a specialised three-day programme of accompanying events, which, without a break, covered burning issues such as trend know-how, online/offline strategies and customer loyalty – and also proved very popular among the visitors. CPM is an all-rounder for retailers, Russian manufacturers, strong international partners and a consumer market with a positive attitude. It also offers an ideal platform for young trends and talents. The Russian market is and remains exciting, just like CPM and the orders placed here!”

Thomas Stenzel, Managing Director of trade fair organiser OOO ‘Messe Düsseldorf Moscow’

With stable results, the 33rd edition of CPM – Collection Premiere Moscow drew to a successful close on 6 September 2019. Around 1,300 brands from 30 countries exhibited their collections for the spring/summer 2020 season in 16 halls of the Expocentre exhibition grounds. As always, CPM attracted a highly professional audience of buyers and experts to Moscow: around 21,300 professional visitors from 50 countries with a focus on Europe and South Asia. According to Christian Kasch, CPM’s International Project Manager: “Despite a certain uncertainty about the implementation of the new labelling law due to come into force at the end of 2019, the aisles were full and there were a lot of visitors at the booths. There was a lot



of hard work and ordering going on, confirming once again that the interest in international fashion is still very high in Russia and Eastern Europe. We took the opportunity to discuss the areas for the next CPM from 24-27 February 2020 with interested parties and representatives from the country pavilions.”

Opening event

Like at all other editions, international exhibitors and professional buyers once again experienced an impressive meet & greet with Russian VIPs at the opening ceremony on 3 September 2019: welcoming the tradeshow visitors, Russian theatre and film star Maksim Averin heralded in the new season of ordering, catwalk shows and business forums. He emphasised the impressive size of the tradeshow and modelled in the catwalk show finale at the end of the opening event. Also making an appearance on the catwalk were the five winners of the *World Fashion Channel – New Model Show* project in cooperation with CPM.

Shop & Retail Solutions

An important premiere in the accompanying line-up was *'Shop & Retail Solutions'* with a focus on shopfitting, retail fittings, retail marketing and technologies to support the development of the fashion retail trade. On 3 September lectures and workshops on this topic were organised by the online platform 'retail.ru'. Speakers included Anna Lebedewa (Popai Russia), Marina Kazakova (Woodi Bureau), Michail Gusmanov (NLT), Konstantin Nosov (OZON) and other experts.



And during the remaining two days, the *Russian Fashion Retail Forum* presented the best innovations and technologies for the fashion retail sector. There was a particular focus on the challenges of the digital transformation of Russia's fashion retail sector. From the current market situation to the most important development phases that require the introduction of digital technologies, all relevant topics were covered. Leading top managers and experts from RFRF co-organisers like ITMM GmbH, Fashion Consulting Group and PROfashion Consulting also presented their current analyses and forecasts for the coming season, as well as detailed presentations on the digitalisation of the fashion retail sector and how to prepare for Industry 4.0.

In the words of buyer Lyudmila Bastron, OOO BASTRON, Tyumen: "CPM is the place to come if you want to further develop and widen your business horizons. Thank you very much for the excellent organisation. I was also looking for new brands at CPM and ordered new collections." Professional visitor Tatiana Chodilova, ONLY HAPPY, Irkutsk, also found the lectures informative and useful, as well as the many conversations and discussions she was able to have with colleagues. The aim of her visit was also to find new suppliers and some of the collections she ordered were from brands she had discovered for the first time at the event. As Nikolay Yarzew, CPM Project Director Russia/CIS, summed up: "At the September 2019 autumn edition we noticed the positive momentum among Russian manufacturers as well as an increase in the number of professional visitors compared to autumn 2018. Our new 'Shop & Retail Solutions' sessions met with great interest. The event line-up was praised by business owners and top managers from the retail sector. As well as the quality improvements of 'CPM Body & Beach', I would also like to point out its growing numbers of participants and visitors and the extended event line-up. Both are typical of the September edition, which is the most important ordering period for the sector."



CPM Body & Beach

One of last season's highlights is now taking up twice the space: *CPM Body & Beach* for lingerie, beachwear, home and sportswear as well as *CPM Body & Beach Fabrics* showcasing the fabrics, accessories, haberdashery etc. used to produce underwear and beachwear. Exhibiting in September 2019 were around 150 lingerie brands from 25 countries who, along with specific buying seminars, lectures and workshops by global and local market experts and trend forecasts by the Fashion Consulting Group, FashionSnoops, Carlin Trend Creative Bureau and Promostyl, attracted over 4,000 professional visitors from the lingerie retail sector to Moscow.

Special CPM projects

CPM's special projects make it possible to present talented and promising designers from Russia and its neighbouring countries at an international fashion fair. As part of the *CPM Designer Pool*, brands such as Brier (Moscow), U.G.L.Y. (Nani Koberidze, Tbilisi, Georgia) and IVANOVA (Sochi) presented their collections for spring/summer 2020 at tradeshow booths and on the catwalk. At the collective booth in Hall 7₂, the *CPM My Country* participants included Buts8, D.A.Atelier and TMDRESS from Krasnoyarsk. And, to underline its importance, the joint *Made in Moscow* project with 24 Moscow fashion designers was visited by Alexey Fursin, Head of the Entrepreneurship and Innovation Development Department of Moscow's City Government. This was the second year in a row that the Moscow Export Center organised the specially themed area. Last season's participants included young brands like Akhmadullina Dreams, Laroom, Cephea, Maslow, Vassa & Co., Victoria Andreyanova, Radical Chic and Anna Slavutina.



Celebrity guests

VIPs from the worlds of theatre, film, music and TV regularly attend CPM and are regarded as a direct link between fashion from Western Europe and the Russian market. The list includes names like Olesya Sudzilovskaya, Irina Pegova, Ekaterina Strizhenova, Daria Poverennova, Svetlana Zaynalova and Irina Muromtseva, who visited CPM for an overview of the collections as well as to discover the latest cosmetic and make-up trends. The 'CPM Body & Beach VIP Cocktail' event is also a major attraction. On 4 September the 'CPM Gold Club' enjoyed a show by the World Fashion Channel. And Anastasiya Kotova, a leading expert from the Carlin Creative Bureau, held a presentation on the underwear trends of the coming season, which was attended by celebrities such as Archi, Olga Kabo, Yana Poplavskaya, Ekaterina Odintsova and Alisa Tolkacheva.

The next CPM – Collection Premiere Moscow for the autumn/winter 2020/21 season is taking place from 24-27 February 2020 at the Expocentre exhibition grounds in Moscow.

Find out more about CPM:

www.cpm-moscow.ru www.cpm-moscow.com

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Buyer statements

Victoria Diakonova, SOBLAZN, Nevinnomyssk

More than anything, I was hoping to meet new business contacts! And I am pleased to report that I was indeed able to discover and order new brands here, so CPM was definitely worth my while! I found a lot of inspiration to help me develop my business and optimise my work and now know which direction we should be heading in. It was all very well organised and thought out right down to the very last detail.

Irina Terebilo, BRA-EXPERT, Perm

My main aim was to find new manufacturers, but it was also important to me to meet colleagues and make new business contacts. This was my second time at CPM and both visits were extremely successful. The many chances you get to come into direct contact with manufacturers here are invaluable! Everything was organised to a very high standard. Thank you for all the new business opportunities!

Alla Tour, WO + MEN, Volgograd

I was on the lookout for new suppliers and also wanted to strengthen our existing partnerships with manufacturers. My primary aim wasn't to place orders, but to discover new Russian brands – and I did just that! The ongoing negotiations I have been in will pave the way for future partnerships. I would like to thank the show's organisers for their excellent work! We're already looking forward to our invitation to the next CPM!



Exhibitor statements

CPM Body & Beach

Mey GmbH, Mikhail Lerman, Booth Manager from Germany

We were very excited to take part in the fair. What impressed us the most was the organisation and the friendly atmosphere. And we're also delighted that so many buyers visited our booth. Most of them were existing customers and it's always great to see familiar faces!

Made in Germany, Forum

Volko Schieck, ROY ROBSON FASHION GMBH & CO. KG, Sales Agent for Germany

Both the organisation and atmosphere of CPM are very good, and we were able to welcome several new customers to our booth. It's our best sales platform for Russia! We'll definitely be back again next year.

Arthur Wojan, Jacques Britt, CEOs of Wojan agency

The tradeshow went very well for us. We met all the customers we wanted to meet. There could have been slightly more visitors, but all in all we are happy!

Premium

Iryna Grusha, Anna Mora with Brunella from Spain, Export Manager for Eastern Europe

CPM was very successful for us. A number of customers we haven't worked with for a few seasons came back this time and we were also able to attract some new ones. And our existing customers also ordered more than we were expecting them to.



Nina Gerling, Gerling Fashion with brands incl. Ania Schierholt & Lofina, Managing Director

Thanks to all the new customers we were able to attract, the event was very successful for us! And we'd also like to praise the excellent organisation.

Svetlana Abdullaeva, S.A.D.I. Fashion LLC agency with Danish brands ICHI, b.young & Part Two, CEO

We've been taking part in CPM for several years now. Thanks to this show, we have been able to present our new Danish brands ICHI, b.young and Part Two to the Eastern European market and instantly made lots of new and interesting contacts. The quality of the visitors has increased considerably over the last two editions.

Mode in France

Elena Margarita, Eva Kayan, Sales Manager for Eastern Europe

A very well organised tradeshow with a great vibe.

Düsseldorf, 10 September 2019