



Preview: 34th edition of CPM – COLLECTION PREMIÈRE MOSCOW

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- **NEW: 'TextilWirtschaft's Labels to Watch' featuring noteworthy German brands**
- **NEW: 'CPM Body & Beach' with fitness & yoga area**
- **'CPM Shop & Retail Solutions' with the latest fashion retail innovations**
- **RFRF seminars with strategies for fashion markets of the future**

"In Russia, winter and fashion go hand in hand as a style statement! The 34th edition of CPM won't only be heralding the start of a new decade as far as trends are concerned: Russian consumers' propensity to spend is just as motivating as the Russian fashion awareness itself, which can be seen in both the cities as well as in modern winter sports regions. International and Russian brands are profiting from the strong competition. CPM is a must-attend, trade-oriented event. Popular with visitors from all parts of Russia and the CIS, it offers an unrivalled specialist line-up of trends, merchandising techniques and imports/exports."

Thomas Stenzel, Managing Director, OOO Messe Düsseldorf Moscow

Every season for 17 years it has been the No. 1 tradeshow platform for the Eastern European fashion market: CPM – COLLECTION PREMIÈRE MOSCOW under the management of 'Messe Düsseldorf Moscow', in close partnership with IGEDO Company Düsseldorf.



The 34th edition will be kicking off the new ordering phase for autumn/winter 2020/21 on 24 February 2020. In terms of figures, the leading tradeshow covers a net floor space of around 21,000 m² with 1,300 brands from 30 countries and over 20,000 fashion experts from 50 nations.

International participation

“Every tradeshow organiser aims to showcase a good mix of new collections alongside established, already well-known brands. This will be the case once again at CPM in February 2020. Just like in the Forum hall, where traditional German manufacturers will be exhibiting. The ‘TextilWirtschaft Labels to Watch’ initiative in cooperation with the Deutscher Fachverlag publishing house, for example, is giving six brands that have never exhibited in Russia before the opportunity to showcase their collections at CPM.

Christian Kasch, Project Director of CPM International

Made in Germany

The country pavilion will be home to more than 80 German exhibitors. New additions include *BML* from Munich with their menswear collection of the same name, sustainable sportswear by *CANYON Women Sports* and other brands including *Medima Peters*, *Opaak*, *RBN Fashion*, *Sanetta* and *Wortmann* with *Tamaris*. And the list of returning exhibitors includes *Ceder*, *Leineweber*, *Meyer Hosen*, *Olymp*, *Riani*, *Rosenberg & Lenhart* and *Van Laak*.



As part of ‘**Textilwirtschaft Labels to Watch**’, the new joint project with the Deutscher Fachverlag publishing house, *Brigitte Büge*, *Goldgarn Denim*, *Klaudia Karamandi*, *Liebesglück*, *Simone Bruns* and *Stones* will also be exhibiting at CPM.

Mode in France

In the France area, the portfolio includes newcomer brands like *Maison Fabre* with their high-end leather gloves as well as returning exhibitors with extended booth areas like *Ritchie*. Also in attendance: *Ateliers de la Maille*, *Delahaye*, *Dellalui*, *Dona x Lisa*, *Eden Rose*, *Eva Kayan*, *Fuego*, *Kokomarina*, *La Fée Maraboutee / Humility*, *Leo Guy*, *Mat de Misaine*, *Oakwood*, *O de Mai*, *Rhum Raisin*, *Saint James* and *7 Seasons*.

Made in Italy

At the next edition, the EMI will be presenting more than 120 collections, ranging from womenswear to menswear and kidswear through to accessories, in the Italian pavilion of Hall 2.1. A selection of Italian brands will also be showcased in the **CPM Body & Beach** area. Numerous well-known brands have already confirmed their participation, including *Antonella*, *Fontanelli*, *Geox*, *Jijil* and *Oblique*. Further highlights include the collections by *Algis*, *Dal Dosso*, *Florence Mode* and *Gaia Life*.

“Russia and its neighbours represent a very important market for our fashion. For Italy, every new edition of CPM reinforces our strong connection to the Russian market and its great appreciation for the Italian style. This is a market in which fashion distribution is characterised by multi-brand points of sale. That is a strategic advantage for us and proves the loyalty of the business relationships we have built up over time. For this reason, it is crucial that our companies maintain their presence at the Moscow fair. We are delighted about the growing interest from new and returning labels, which are of great importance for us.”

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Marisa Pizziolo,

Marketing & Operating Manager, Ente Moda Italia

Made in Turkey

Turkish brands are participating with organisational support from the national association ITKIB. The exhibitors include: *Caraclan, Cazador, Pier Carlino, Sigotto Uomo, Aytug Socks, Lora Garden, Penye Mood, Thermoform/Damat* and *Modaqueen*.

Made in Denmark

CPM has created a central space within the Forum that provides a strong foundation for Danish fashion. At the next event, brands from Denmark will be highlighted with a special booth design. Exciting names like *Blend, B. Young, Casual Friday, Ichi* and *Part Two* have already announced their participation. And at the next CPM after the January edition (in September 2020), there will also be a 'Made in Denmark' area again after a long time.

Greece

The international presence of Greek manufacturers will be strengthened in February by the support of Greece Enterprise. Thanks to further funding, several new brands have been added to the list, including *Antydote, Bella P., Ozai N Ku* and *Lotus*.

China is traditionally well represented in winter and a number of high-quality Chinese brands will be occupying Halls 7.1 and 7.6 again this year. Visitors can look forward to returning exhibitors like *Clasna* and *Icebear* with ladies' and men's jackets and coats, as well as *Rufuete* with their fashionable windbreakers.



From Russia

An average of 320 exhibitors from Russia will be on show at the upcoming edition of CPM, approx. 25 from Belarus, five from the Ukraine and numerous new additions from Kazakhstan and Kyrgyzstan. Taking part from Moscow and Saint Petersburg are leading Russian designer brands such as *Akhmadullina Dreams*, *Calista*, *Camille Cassard*, *Free Age*, *Ianis Chamalid*, *MD Makhmudov Djemal*, *Odri*, *Savage*, *Truvor*, *Victoria Andreyanova* and *Vassa & Co*.

“In active cooperation with industry associations, industry-relevant foundations and support centres from the Russian regions, we are further developing CPM, which is contributing to improvements in quality and quantity in terms of the participants. All new exhibitors and young start-ups have a number of specific options for their product presentations as part of the main exhibition in Hall 7.2, as well as within the lingerie area in Halls 2.4 and 2.5.”

Nikolay Yarzew, Project Director Russia/CIS

CPM Body & Beach

‘CPM Body & Beach’ usually presents around 160 lingerie and beachwear brands from 25 countries. This is rounded off by a separate event programme consisting of talks, workshops and fashion catwalk shows in Hall 2.5. The brands on show include *Ceceba*, *Mey*, *Rösch* and *Sanetta*, as well as new exhibitors like *Medima*, *Opaak* and *Sanetta* from Germany, *Kinga* from Poland, *Goddess Armour* from Macao and *Bircee Tekstil* from Turkey, *Minerva* from Greece, *Cottonreal* from the UK and *Punto Blanco* from Spain.



NEW: Fitness and yoga have become a firmly established part of the lifestyle in the fashionable sports sector. At 'CPM Body & Beach' this will be reflected in a newly created **Area for Sport, Active & Yoga Wear**, a whole new spectrum of exciting collections that will provide plenty of new inspiration for retail buyers looking to extend their product ranges.

HIGHLIGHT: The latest trends in fabrics, haberdashery, accessories and printing technologies for lingerie (factories) will be on show in the **CPM Body & Beach Fabrics** area.

CPM Premium

High-quality collections by established exhibitors like *Anna Mora, IVKO, La Vaca Loca, Nissa, Sarah Pacini* and *Xenia Design* will be exhibiting once again at CPM. Awaiting visitors in Hall 8.1 is a completely new look for the presentation of 65 exhibitors.

CPM Shop & Retail Solutions

Following its successful premiere in September 2019 and positive feedback from exhibitors and specialist retailers, the 'CPM Shop & Retail Solutions' concept for shopfitting, retail fittings and new technologies for retailers is being continued. This section presents innovative solutions developed especially for the fashion retail sector by leading companies. It is integrated into the event line-up of the RFRF 'Russian Fashion Retail Forum' and gives insights into new solutions, services and products.



Fashion Retail Forum (RFRF)

A three-day intensive line-up under the patronage of the Fashion Consulting Group, PROfashion Masters and Retail.ru offers a wide spectrum of different topics. The central theme for 2020: “The future market: New opportunities and strategies that will change the fashion landscape.”

Accompanying line-up & special projects

As well as a number of **fashion shows** in Hall 2.3, other highlights include the opening and GRAND DEFILE powered by Lingerie Magazine and PROfashion Masters and, as always, **CPM's special projects** like Designerpool, Handmade, StartUp Russia and My Country. In cooperation with **World Fashion Channel**, the international TV channel for fashion and lifestyle, with 'Intimoda Magazine' and 'Lingerie Magazine', the tradeshow's line-up also includes specific special events for exhibitors and buyers.

Find out more about CPM:

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

Instagram: [@cpmmoscow](https://www.instagram.com/cpmmoscow) | Facebook: [@cpmmoscow](https://www.facebook.com/cpmmoscow) | VK: [@cpmmoscow](https://vk.com/cpmmoscow)

Düsseldorf, 4 December 2019