



## Review of 34th edition of CPM – COLLECTION PREMIÈRE MOSCOW

- A total of 1,375 brands from 30 countries exhibited at 34th CPM
- Approx. 135 brands from 25 countries at 'CPM Body & Beach'
- Around 22,000 buyers from Russia and the Eurasian Economic Union
- Growth of up to 10 percent for country pavilions from France, Greece and Turkey
- Increasing significance of fashion 'Made in Denmark'

*"Refreshing is the best word to describe the atmosphere and mood at the 34th edition of CPM! The Russian fashion market impressed with a high order volume at the event. There was also a lot of interest in new content on the sales markets as well as new online/offline concepts. And the appeal of mixing Russian and international brands in product ranges also remains high. Together with CPM Body & Beach, CPM is regarded as THE platform for the season's best orders – tested & approved by more than 22,000 professionals."*

**Thomas Stenzel, Managing Director of trade fair organiser 'OOO Messe Düsseldorf Moscow'**

The 34th edition of CPM – Collection Premiere Moscow, the largest tradeshow for men's, ladies' and kidswear, lingerie, eveningwear and accessories in Eastern Europe, drew to a close on 27 February 2020. In 15 halls of Moscow's Expocentre, 1,375 brands from 30 countries were successfully showcased to around 22,000 professional visitors from Russia and the Eurasian Economic Union.



In relation to all other days, the first day of the show, this time on 24 February 2020, has meanwhile become a very important day for the biggest Russian ordering season. The orders being placed at this most recent event were for autumn/winter 2020/21.

From start to finish, CPM had a whole lot to offer, including:

- the opening fashion show attended by renowned Russian personalities with top buyers, TV celebrities and bloggers,
- the GOLD CLUB LOUNGE for selected top buyers (175 members at the 34<sup>th</sup> CPM) and the welcome by Hosted Buyer Groups (40 invitations to Russian buyers from Italy)
- the start of the three-day fashion show line-up featuring brands and designs that were available to order at CPM.

### **'Flair de Paris' theme at GOLD CLUB LOUNGE during 34th edition of CPM**

With Parisian allure, French cocktails and a 'Rendez-vous avec lingerie' show in cooperation with the creative team from World Fashion Channel, the international TV channel, the 'CPM Gold Club Lounge' in the Body & Beach area captivated the attention of the many VIPs in attendance. As is tradition, on the second day 130 buyers were invited to a private lingerie show in the 'CPM GOLD CLUB LOUNGE'. The host country this time was France.

### **Side events for retailers**

At the focus of the further extended line-up of side events were the 24th international Russian Fashion Retail Forum with 'CPM Shop & Retail Solutions' themes. Here retailers received the latest information about everything from developing the fashion market to solutions for online/offline retail.



For more than 300 visitors, this time the WGSN trend presentation was a must-attend at CPM. In the Body & Beach Talks area, this also included specialist talks and masterclasses by leading international and local experts, as well as trend forecasting for the current and upcoming season. The partner here was the Fashion Consulting Group Moscow.

### **European brand diversity**

CPM is synonymous with an international kaleidoscope of brands, which were joined at the 34th edition by newcomers like *Stones*, *Simone Bruns*, *Brigitte Buge*, *Liebesgluck* and *Goldgarn Denim* from Germany, *Antydote*, *Ozai N Ku* and *Lotus* from Greece, *Maison Fabre*, *Kaporal*, *Marina V.*, *Meri Esca* and *Frnch* from France, *Napo* and *Nikola* from Poland, as well as *Arma Black*, *ModaQueen* and *Quo* from Turkey. A must-attend show for European brands with expansion goals in Russia and the Eurasian Economic Union. This was underlined by the growth rates of up to 10% in the country pavilions from France, Greece and Turkey. For **Dietmar Schubert, Head of International Sales at Bugatti**, which exhibited in the 'Made in Germany' area of the 'Forum' hall, there is no doubt: "CPM is a very important show for Bugatti." He went on to say that the visitor frequency and total number of 80 appointments at this edition would continue to grow and the retailers were once again very positive. And in the words of **Svetlana Abdullaeva from multi-brand fashion group DK COMPANY** with brands like *Ichi*, *b.young* and *Part Two*: "This is the first time we are exhibiting in the 'Made in Denmark' pavilion. The fair was a resounding success for us, and we were able to make a lot of very interesting contacts. The whole event was excellently organised with very good support." With the new 'Labels to watch' project, young German labels were also invited to take part in the fair, accompanied and supported by experts. The start-up assistance from CPM is an integral part of their market development. Six labels took part in 'Labels to watch' for the first time during the 34th CPM.

As **Christian Kasch, CPM Project Director International**, sums up: "We are particularly delighted about the growing significance of 'Made in Denmark' fashion at CPM.



Exhibiting alongside *b. young*, *Blend*, *Ichi* and *Part Two* were also *Nümpf*, *Nü Denmark* and *casual-Friday*. For the upcoming edition in September 2020, a closer cooperation with Danish association DANSK MODE & Textil is being planned in order to provide additional support for the participation of Danish exhibitors. The special booth construction and a larger space in the 'Forum' hall, right next to the biggest country pavilion 'Made in Germany', also underline the significance of Danish brands for the Russian market."

### **Russian & Eurasian brands**

The number of exhibitors from Russia and its neighbouring states also increased. A total of 310 fashion manufacturers from different regions of Russia attended the 34th edition. The list includes designer brands like *Akhmadullina Dreams*, *Vassa&Co.*, *Camille Cassard*, *Ianis Chamalidy* and *Truvor*, *Sinar* as well as outstanding brands from the 'CPM Designerpool' like *Sl1p* (Moscow), *Ivanova* (Sochi) and *George Shaghashvili* (Tbilisi, Georgia) and designer brand *F.Lab* from Kazan, which was presented during 'CPM My Country'. The so-called "Russian Hall 7" and 'CPM Premium' in Hall 8.1 show a variety and spectrum of brands and designs that cannot be seen anywhere else. George Shaghashvili (Tbilisi, Georgia) remarked that CPM provides the ideal conditions in which to develop business relations and present Georgian design to the rest of the world.

**Nikolay Yarzew, CPM Project Director Russia and CIS**, had the following to say: "CPM has once again confirmed its status as Eastern Europe's leading tradeshow platform. In particular we would like to emphasise the buyers' growing influence and high level of interest in collections from Russia itself. After the slight VAT increase in 2019, the order volume is picking up once again. Brands from Belarus, the Ukraine, Moldova, Armenia, Kazakhstan, Georgia and other countries are also proving popular. Thanks to our cooperation with associations, we can always ensure that new brands are presented at every edition of CPM. The start-ups from these markets are also provided with market entry opportunities. CPM is a strong event for the retail sector."



### **Russian Buyers' Union – Feedback from top buyers**

The close cooperation between CPM and the Russian Buyers Union is proving increasingly fruitful. Elena Bugranova, President of the Russian Buyers Union underlined the fact that CPM is a firm fixture on the calendars of premium stores: “Here you can find a broad spectrum of high quality along with market-oriented prices. CPM is unparalleled in our market.”

### **Visits from country representatives**

**Italy's Deputy Foreign Minister**, Ivan Scalfarotto, visited CPM together with the Italian ambassador: “Russia is a hugely important market for Italy and CPM is the sales platform,” emphasised **Alberto Scaggioni from Ente Moda Italia (EMI)**. The partnership between CPM and EMI has been strong and successful since the first edition of the show. Turkey is also experiencing growth and **Istanbul association ITKIB**, represented by Mr **Sabri Sami Yilmaz**, emphasised that the CPM-ITKIB partnership is considerably helping the market presence of Turkish brands in Russia. 10% more exhibitors came from the Bosphorus to Moscow. Preliminary talks by CPM and ITKIB in Istanbul in December 2019 laid the foundations for this partnership and growth.

### **CPM Body & Beach**

Around 135 brands from 25 countries presented their collections at CPM Body & Beach, with the new addition of fitness and yogawear. The Trend Zone for buyers was organised by the Fashion Consulting Group and trend office FashionSnoops.com in Halls 2.4 and 2.5. “We are more than satisfied with how CPM Body & Beach went and are also expecting this positive development to continue in the future. This market offers a wealth of opportunities and themes, which we, as a tradeshow, pick up on and implement. The support and interest from exhibitors, associations and buyers is continuing unabated,” summarises **Christian Kasch**.



## What the exhibitors are saying

*Ali Yavuz Boynukisa, General Manager Modaqueen, CPM Premium*

“This is our first time exhibiting at CPM. We are extremely happy to have made new customer contacts who showed a lot of interest in our products.”

*Mehmet Bagiroglu, founder of MEES, Hall 2.2, Made in Turkey*

“Mees has already been exhibiting at CPM Moscow for 33 seasons. Here we always meet new customers who are very interested in our products. The quality of the visitors has increased significantly. This edition was the best one yet!”

*Tarik Inalci, Manager of Punto, Hall 8.1 CPM Premium*

“We have been presenting our collections at CPM every season for four years now. The organisation is good and there’s a very good chance that we’ll meet new customers here!”

*Can Torun, Creative Director of QUO / Tekstil, Hall 8.2 CPM International*

“This is the first time that we’re taking part in CPM and we are delighted with the quality of the visitors and the organisation! We’re planning on becoming permanent exhibitors at CPM in the future!”

The next CPM – Collection Premiere Moscow will be taking place from 1-4 September 2020 at the Expocentre exhibition grounds in Moscow.

Find out more about CPM:

[www.cpm-moscow.ru](http://www.cpm-moscow.ru) | [www.cpm-moscow.com](http://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, 5 March 2020

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