



## **Start of the 35th season of CPM - Collection Premiere Moscow**

Messe Duesseldorf Moscow, OOO in cooperation with IGEDO Company and Messe Duesseldorf GmbH continues to actively accept and process applications for the participation of fashion brands in the 35th season of the largest business platform in The Russian Federation, Eastern Europe and Central Asia - **CPM - Collection Premiere Moscow**.

The fashion fair will take place **from 22 to 25 February 2021** at the Expocentre Fairgrounds in Moscow. Manufacturers of women's, men's and children's designer clothing, lingerie and beach fashion, as well as accessories will present to Russian buyers the collections of the **Fall-Winter 2021/22 collections**.

Brands from Russia and the CIS countries, Italy, Germany, Turkey, France, Denmark, Greece will be available to the visitors. CPM key sections remain the same: Body & Beach, Made in Italy, Made in Germany, Made in Turkey, Made in France. CPM fashion fair is traditionally supported by the leading international associations of the fashion industry Ente Moda Italia – Italian Trade Agency, German Fashion Modeverband Deutschland e.V., Istanbul Textile and Apparel Exporter Associations and Federation Francaise du Pret a Porter Feminin.

Particular attention will be paid to the official CPM business program - the international economic forum of the fashion industry **Russian Fashion Retail Forum**, where strategic partners of the organizers - Fashion Consulting Group, PROfashion Media Holding, The Retail.ru media portal and the Fashion Prokachka Telegram channel will hold panel discussions, expert lectures and seminars combining live and online formats on current topics, relevant to the current challenges of the fashion market in Russia and abroad. International experts, as well as key functional leaders, leading market players from various segments will take part in work of RFRF. The space of business programs will have a limit on the capacity of guests and take into account the corresponding recommendations of Rosprotrebnadzor, all activities from the RFRF schedule will be available for online streaming on the official YouTube channel and Facebook page, and later - on record - on the **CPM** project website.

The organizers designate the safety of exhibitors and guests as the main priority in accordance with the requirements of Rospotrebnadzor.

The CPM team is dedicated to ensuring maximum comfort for all project participants. There will be strictly online registration, which will optimize guest traffic without endangering the health of producers, buyers and the press.

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