



The 35th CPM Exhibition Results

February '25 was the closing day for the 35th exhibition session for the CPM – Collection Premiere Moscow project, organized by Messe Düsseldorf Moscow OOO, co-organized by IGEDO Company (Germany). The recent season became one of the most anticipated events of the fashion industry of Russia, Eastern Europe, and Central Asia, being the first large-scale international event of last year. The fashion fair was attended by 10.762 buyers, hosting 550 fashion brands of 17 countries, represented by 350 companies, including large showrooms, official representatives, and commercial agents. CPM was organized considering all relevant requirements and recommendations of Rospotrebnadzor, as well as safety protocols of the Expocentre Fairgrounds.

Collections of the Fall-Winter 2021/22 season of leading exhibitors from Italy, Germany, France, Russia, and Turkey were presented to professional buyers from more than 30 countries with the support of dedicated national fashion industry associations, such as Ente Moda Italia (EMI), German Fashion Modeverband Deutschland e.V., Federation Francaise du Pret a Porter Feminin and Istanbul Textile and Apparel Exporter Associations (ITKIB). Turkey is one of the few countries whose citizens are allowed to enter Russia. It presented the biggest foreign participation at CPM.

Important part of the fashion fair is traditionally taken by CPM Body & Beach section, within the framework of which February '22-24 offered interactive presentations of collection of the brands, such as Jolidon, Le Journal Intime, Laete, Pluto, Varda Only for Ladies, supported by Lingerie Magazine.

In the course of 4 days of the CPM the venue was officially visited by representatives of diplomatic missions of several countries. On February '22 the opening ceremony for the season and the business programme of RFRF was held by Pasquale Terracciano, Italian Ambassador to Russia, Francesco Pensabene, Director of ICE Moscow, Department for Trade Exchange Development under the Italian Embassy in Russia, as well as Matthias Fischer, First counsellor, Head of Economics, Energy, Finance and Science Department of the German Embassy in Moscow. On February '24 Mehmet Samsar, Turkish Ambassador to Russia, visited the event, holding a working meeting with representatives of ITKIB Association, as well as Kamrul Akhsan, the Ambassador of the People's Republic of Bangladesh.

Thomas Stenzel, General Director of the CPM organizing company Messe Düsseldorf Moscow OOO:

"Finally, the market is alive!" – that's how the ambassadors responded, when visiting the CPM. This point became obvious at the backdrop of lively stands' activities. The general mood of this season demonstrated, that the Exhibition was an event very much anticipated by the market. CPM has brought together the whole of Russia – from Vladivostok to the West of the country. Russian brands have accumulated a large pool of orders. However, international collections have also received much appreciation among buyers. In fact, that's what makes CPM so genuine – its credibility, beauty, and success. We are so thankful to brilliant international participants, such as Turkey, Italy, Germany, and France. That's exactly why we in Messe Düsseldorf Moscow and IGEDO Company can now say – Business is Back! We are looking

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forward to seeing you again in September, to support growth and development of fashion in Russia".

Within the framework of the fashion fair, CPM also offered an official business program – the 25th Russian Fashion Retail Forum (RFRF). Co-organizers are: Fashion Consulting Group (analytical reports and forecasts), PROfashion Media Holding (panel discussion on clothes chipping), "Fashion Prokachka" Telegram-channel (workshops on e-commerce), as well as Retail.ru (workshops on retail). Speakers of RFRF were experts from Best Logistic, PFSolutions, 1C-Business Architect, IVOLGA, and many more. All events of the business agenda were available live at official [YouTube-channel](#), after the event is closed the recordings will be published at the CPM website.

Nikolay Yartsev, CPM Project Director in Russia (Messe Düsseldorf Moscow OOO):

"Judging by feedback from the participants and partners, the Exhibition proved to be a success, and the results and the number of contracts signed exceeded all expectations. I would like to mention all the international exhibitor, which in current circumstances of closed borders and no flights anyway managed to offer their partners and clients fresh and relevant Fall-Winter 2021/22 season collections. For Russian companies the recent season was also a success, the amount of new clients and deals exceeded the results of the previous exhibitions".

February '24 PROfashion Media Holding presented works of the 10 finalists of the 7th All-Russian Fashion Designers Competition PROfashion Masters, organized with support of «Tkani Prestige». The project jury was made up of 20 fashion experts, including Olga Mikhailovskaya, Svetlana Tegin, Alexandra Kaloshina, Liudmila Norsoyan, etc. The First Prize of 100.000 RUR (~1.100 EUR) went over to Ksenia Demyanenko, who participated in this competition last year and also won the first prize. The jury was impressed by her crafted prints and accurate and confident coat silhouettes. The Second Prize of 100.000 RUR (~1.100 EUR) went over to a duet from Kazan, Ksenia Vlasova and Evgenia Sinkova, presenting relevant and bold collection with handmade graffiti.

Theatre, movie, and music scene celebrities traditionally visit CPM. Among the first ones to see the global designer trends of Fall-Winter 2021/22 and support the fashion fair were Olesya Sudzilovskaya, Mitya Fomin, Anastasia Stotskaya, Ekaterina Odintsova, and many more. The guests got acquainted with manufacturers of women's, men's, and kid's clothes, lingerie, and beachwear, as well as refreshed accessories section. The celebrities not only appreciated collections from international and Russian brands, but also looked into cosmetics novelties from NanoAsia, Mary Kay, and innovative brand Colla Gen, and the leader in aroma marketing The Third Sense.

Ekaterina Odintsova, TV-presenter, Owner of the PR Trend agency

"I think, the fact that the CPM Exhibition was held this year and this season is an unprecedented achievement, and a miracle, and a result of huge work of the whole team. But today this Exhibition is not just an event in the world of fashion, not just an opportunity for buyers to come and see, not virtually, but with their own eyes, the novelties of the next fashion season, but first of all this is a clear sign, showing that things are getting better. That's why, I

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think, that CPM Exhibition over the coming seasons will develop exponentially, this is an unavoidable consequence of the fact that life around us is reactivating".

Andreas Baum, CEO Baum&Brands GmbH (Germany)

"We were very pleased to have the opportunity to be a participant at CPM in Moscow again. For us, the trade fair as a meeting place continues to be very important and interesting. We had good appointments during the fair and met all our key customers. We also succeeded in generating good orders. The organization by the team was outstanding, so that everything went off in the usual good quality. Our thanks go to the CPM team, we are already looking forward to the next CPM from 31.8. – 3.9.2021".

Irina Rogozhina, Buyer

"We are happy to be back to the Exhibition, since one season was missed. I started visiting CPM in 2004, I attended every season since then, because I think, that this is a very important event for buyers, this is an opportunity to see a lot of participating countries at the same time, a lot of collections. The Exhibition usually offered us fashion shows, unfortunately, due to some circumstances — not this year. For buyers this is a very important event in the fashion world, since we create an intention for work and we see all manufacturers in one place. Looking through many collections, we can form a judgement and find new things, CPM is giving us such opportunities every time".

Maria Arapova, Wholesale and Franchising Director, "Elis Fashion Rus" (Russia)

"Our expectations usually are not very high, since we participate in this Exhibition every year, but they are definitely met, this year we see quite a lot of visitors. Obviously, there's more demand now for Russian brands, comparing against previous seasons. Everything is good, we're satisfied. February last year the Exhibition was also very well arranged, but this year we see significant growth, moreover, we launched a new line last year, and this year we're very active in promoting this brand. This is a men's brand, new for us, however, we've opened up a large number of stores, that's why we have a joint stand with men's and women's products, and definitely men's collection is very much in demand among the consumers".

Anastasia Sharapova, Head of Wholesale, Alexander Bogdanov Brand (Russia)

"The Exhibition exceeded our expectations, there're so many visitors this time. It's great to see many new clients, of course we're satisfied with the results achieved. I can say, that we are so positive about taking part in the event this year. Many clients, despite visiting the Exhibition regularly, noticed us for the first time due to our better location this year, this is also a very good development for us. Thank you to the organisers, we're very happy to participate again, we're looking forward to future fruitful cooperation, and will be glad to take part in CPM again".

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Tatiana Savitskaya, Representative of France Trade (France)

"We've been participating in CPM for about 14 years now, our company is widely known, that's why, as usual, our expectations were met. Our stand is always active, everything is fine, we're satisfied. Some of our clients did not dare to come, switching to online orders, but new people come to us even now. The contracts are being signed as actively as before. Though some reduce their orders due to overstocking, they do not want to stop working, they want to support their businesses somehow and add new orders to their stock. That's why they visit us, no matter what".

Tatiana Polynkina, Export manager, PIERO MORETTI (Italy)

"We're very satisfied with our participation in CPM Exhibition, we've been part of it for several years now and have increased the number of our clients over the recent years. Our activities at CPM are very important, since we have a lot of clients in the Russian market. That's why we always do our best to come and participate. The Exhibition is important for clients, they can touch and feel the collections, this is always very compelling. CPM for us is a very important Exhibition. It was very fruitful this time. Our company is very satisfied with our participation".

Viktorija Grekova, FD Fashion (Germany)

"The 35th CPM Exhibition was a success for us in any aspect. The location of our stand could not be better. During the Exhibition our staff was active all the time, we even managed to find new clients. So, our decision to take part in CPM was definitely the right one! "

Mehmet Bagir, Mees Bagiroglu Textile (Turkey)

"We're glad to be back to the Expocentre and CPM. The Exhibition was great, and we were very happy to see our current and new clients".

Snezhana Baksa, Xenia Design (Croatia)

"Given the circumstances, we can say, that we are satisfied with the Exhibition. The first two days witnessed many visitors, and almost all our clients wanted to see the collection. More importantly, many new clients emerged, showing interest towards our brand. Though the majority of buyers are cautious, they are still interested and believe, that the next season will be even better".

The next CPM – Collection Premiere Moscow fashion fair will be held August '31 — September '3, 2021 at the Expocentre Fairgrounds in Moscow. Russian and international manufacturers of fashion clothes will show their collections for Spring-Summer 2022. Latest news on the project can be found in the following social media [Facebook](#), [Instagram](#), [Telegram](#), [VKontakte](#) и [YouTube](#).

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