



## What awaits buyers at dreams by CPM lingerie exhibition?

*From August 30 to September 02, participants in the lingerie segment of the fashion industry will gather at the site of the specialized exhibition dreams by CPM body & beach at the Expocentre Fairgrounds. More than 45 brands from Russia, Turkey, Europe, and the USA will take part in the exhibition project, presenting the collections Spring-Summer 2023. In addition, catwalk shows and expert lectures will be held on the first three days of the event.*

Within the framework of the largest business platform of the fashion industry CPM - Collection Premiere Moscow, the **dreams by CPM body & beach** exhibition project gathers leading manufacturers of lingerie, beach fashion, fashion erotica, homewear, as well as yoga and fitness wear, to present future seasons collections for retailers. The upcoming event will expand the usual audience of visitors through relocation to the Forum pavilion, where the exposition of European premium segment brands is located. Such a solution will allow participating companies to present their collections not only to specialized buyers, but also to retailers from other segments.

The **dreams dialogue** expert lecture hall will offer acquaintance with the leading industry experts. On August 30, with the support of Retail.ru, meetings will be held with Lyubov Gorbunova (Step Consulting), Elena Lebedeva (Lebedeva Consulting), and Alexander Avdeev (Boostfeel). On August 31, the Fashion Consulting Group lecture schedule will present reports from the company's experts - Elena Stolyarskaya, Ekaterina Diveeva, and Galina Kravchenko on customer service, promotion and SMM, as well as current trends for the spring-summer 2023 season. On September 01, with the support of LingerieBusiness.ru, seminars will be held by Yulia Veshnyakova (Academy of Retail Technologies), Natalia Isakova and Ekaterina Kozorezova (Team.Gear), and Maria Gerasimenko (Fashion Advisers).

During the first three days of the exhibition at 12:30 and 14:30, guests will be able to see the **dreams selected show** with new collections from exhibitors, among which DKNY, Mey and many others are expected. The exposition will include such brands as Aruelle (Lithuania), Beach Bunny (USA), Bond Eye (Australia), La Dea (Russia), Le Journal Intime (Russia), Lenny Niemeyer (Brazil), Lily Fama (Colombia), Mymokondo (Russia), Nuria Ferrer (Spain), Sheslove (Turkey) and many others. The largest distributors - American Beauty and Caterina Group will traditionally present their multi-brand stands.

In the current season, Russian manufacturers of beach fashion, home wear and hosiery in their exhibition activities are supported by such regional funds as the Development Agency of the Novgorod Region, the Center for Entrepreneurship Development and Export Support of the Ivanovo Region, the Industrial Development Fund of the Krasnodar Region. Thanks to this, companies can fully or partially compensate for the costs of participation in the exhibition and present their collections more fully.

The buyer program of the event, organized in partnership with the Russian Association of Fashion Industry Participants RAFI, the Russian Buyers Union, and the LingerieBusiness.ru project, every season helps to increase the efficiency of meetings of exhibitors and guests interested in cooperation at the **dreams by CPM body & beach** site.

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Constantly thinking about development and expanding communication channels with manufacturers and buyers, the organizers of **dreams by CPM body & beach** are holding a series of live broadcasts on social networks in collaboration with LingerieBusiness.ru on the eve of the exhibition. At the debut online meeting of the season, Maria Zhdanova (dreams by CPM body & beach) and Maria Peterson (LingerieBusiness.ru) discussed with Maria Panteleeva (El Punto showroom) brand promotion through online platforms, exhibitions and showrooms. The speakers agreed that it is in the synergy from the use of all promotion channels that the key to effective work with trading partners is hidden, and the exhibition is the most important element in this business chain from the first acquaintance with the product to the order.

*You can follow the news of the dreams by CPM body & beach project on the official website and social networks:*

*[dreams-moscow.ru](http://dreams-moscow.ru) / [telegram](#) / [vk](#)*

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