



Results of the lingerie industry exhibition dreams by CPM

On September 1, the professional exhibition platform for the industry of lingerie, swimwear, homewear and fitness – *dreams by CPM* – completed its work at the Expocentre Fairgrounds in Moscow. More than 90 brands from 19 countries presented their collections for the coming season and held presentations for retail.

The lingerie market segment is traditionally considered niche, but has recently shown stable growth in Russia, primarily thanks to new players – local startups and designer brands. So at *dreams by CPM* the number of exhibitors, as well as the countries they represent, increased by 30%. The geography of the brands includes the countries of Europe and Latin America, as well as the USA, Australia, Turkiye, China, Kazakhstan, Belarus and Russia.

The last season of the exhibition was especially memorable for guests with a program of catwalk shows, in which 10 brands took part. The premium segment was represented by CHANTELLE X (France), FISICO (Italy), PALADINI (Italy), SHAN (Canada), SEA LEVEL (Canada) and LULI FAMA (USA). The Made in Turkiye segment included shows from FASHION TAYT and PASCARA. In addition, the schedule includes bright Russian debuts – YARCHE and FORSTRONG.

An equally important component of the exhibition was the *dream dialogue* expert lecture program – part of one of the country's largest business forums in the fashion industry, *RFRF Russian Fashion Retail Forum*. Leading consultants of the Fashion Consulting Group – Natalya Chinenova, Elena Stolyarskaya and Viktor Malygin shared their in-depth expertise and the latest analytical data on the market with the audience. A bright and exciting debut at *dreams dialogue* was meetings with influencer Tatyana Koicheva (Garterblog.ru), founder of the Rodasoleil brand Irina Rubinshtein, as well as representative of the largest trading holding Caterina Group Elena Elizarova. In addition, the seminars of Elena Kagirova (SMM agency MK-agency) and Olga Steinberg (communications agency and Telegram channel “Fashion Upgrade”) were rich and most useful in the applied plane.

Retailers from many regions of Russia order at *dreams by CPM* basic, fashionable and erotic lingerie, collections of beachwear and swimwear, clothes for home, fitness and yoga. The exhibition once again confirmed its importance for both Russian and international participants in the lingerie industry, including thanks to the support of partners – Fashion Consulting Group, Lingerie Magazine, Modnoe Belje and FashiON Sfera.

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