



AN EXHIBITION OF LINGERIE AND FITNESS FASHION WAS HELD IN MOSCOW

On February 22, the 4-day international exhibition for lingerie, beach fashion, homewear and fitness industry - dreams by CPM, organized by the Russian company Expo Fusion as part of the CPM project, ended at the Expocentre Fairgrounds.

More than 90 brands from 8 countries presented new collections for the Fall-Winter 2024/25. The exhibition was visited by buyers from all regions of Russia and the EAEU countries. The main highlight of the exposition was daily podium presentations, and the beach fashion brands Altin Swimwear and fitness clothing Maraton took part in the Opening show of the exhibition, which was attended by the CEO of the Italian fashion association EMI - Ente Moda Italia Alberto Scaccioni, Board member of the Turkish clothing manufacturers association iHKiB Barış Eraslan, Executive director of Kazakhstan Fashion Week Botagoz Aldongarova and many others.

Visitors of the **dreams by CPM** were shown a unique exhibition of Simone Pérèle by Caterina Group, dedicated to the 75th anniversary of the famous French lingerie brand, where company representatives conducted guest tours every morning. There were shows on the catwalk twice a day with participation of Chantelle, Simone Pérèle, Clever, Estetic Sports, Maraton and Soccer brands.

The **dreams by CPM** brand-list was replenished last season with such names as LVG, Agent Charmour, Closer Couture, Feel See, Cominnya Lingerie, Aqua Regina, Fore, Overlay. Among the regular exhibitors, buyers could find the collections of Dyma, Roesch, Feraud, Massana, Anil Lingerie, Bliss Beach, Fordas, DIM, as well as Simone Pérèle and three brands of the House of Chantelle, represented by the Caterina Group holding.

The trends of the next season were presented by a stylists team at the trend area dedicated to fitness fashion - with the support of participants of the CPM shop & retail solutions section - the companies STK Lighting Systems, Torgkomplekt, Design Studio Manneken and Selecta, as well as Velocity and Deha brands and also distribution brands by the Caterina Group holding - Calida, Hanro, Naturana and Chantelle.

Maria Zhdanova, project manager at dreams by CPM: "This season we presented all facets of intimate fashion - from lingerie and swimwear to fitness, supported participants through shows and a trend area, and held meetings with a number of experts. We are pleased with the activity of market players, which can be observed both in the growth of the number of stands and in the demand of the target audience - buyers. In the coming season, we can safely predict the further development of presented segments and emergence of new ones".

As part of the Russian Fashion Retail Forum, a specialized lecture program **RFRF dreams dialogue** included 6 events: meetings with Elena Elizarova (Caterina Group holding), Dmitry Spassky (Gods n' Heroes brand), Tatyana Koicheva (media Garterblog.ru), Anna Marfina (network of lingerie boutiques Annex), Alena and Maxim Uvarov (House of Hemp), as well as Elena Pekhtasheva

ELENA OBEREMOVA

Head Of Marketing And Public Affairs Department

EXPO FUSION LLC

Tel.: +7 (495) 955-91-99, ext. 502

OberemovaE@expo-fusion.ru



(Plekhanov University). On February 19, a meetup session was held with Fashion Consulting Group leading retail development consultant Natalya Chinenova on the topic of the features of the collection approach in the segment of clothing for home and outdoor activities. On February 21, a public-talk was held dedicated to the analysis of the lingerie market on the main stage of RFRF, the expert discussion was moderated by the founder of the FashiON Sfera project Maria Peterson with participation of Irina Chernomor (Sollery Showroom), Olga Drozdova (Caterina Group), Maria Tumser (MT Trade Mark) and Tatyana Valentovich (Le Journal Intime).

Partners of dreams by CPM: Lingerie Magazine, Modnoe Beljo, FashiON Sfera, PR Trend, Third Sense, COBA, Euro Shoes @CPM, Textile Salon, Restaurant Collective Narkomfin, By Chubaruk, LevelPro, Vivo Style, Plazan, NanoAsia, Karl Bolt, Petite, MONÉ PROFESSIONAL, KEDDO, Real Profit Group.

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