



## LINGERIE AND FITNESS FASHION BRANDS AT THE DREAMS BY CPM

From August 26 to 29, the Expocentre Fairgrounds will host a new season of the exhibition of lingerie, swimwear, homewear, sleep and fitness – dreams by CPM, as part of the global business platform for the fashion industry CPM - Collection Première Moscow.

Dozens of brands, manufacturing companies and official distributors from Russia, Turkiye, China, India, European and Latin American countries will present Spring-Summer 2025 collections to buyers for pre-orders. New products will be presented at stands, on the fashion catwalk stage and in the trend area of the exhibition.

An important point of the upcoming season will be the return of dreams by CPM to a separate pavilion of the Expocentre Fairgrounds 2.4, the intimate atmosphere of which will better reveal all the facets of fashion, basic and erotic lingerie, swimsuits, clothing for the beach, leisure, home, sleep and fitness.

In the previous season, the dreams by CPM brandlist was replenished with such names as LVG, Agent Charmeur, Closer Couture, Feel See, Cominnya Lingerie, Aqua Regina, Fore, Overlay, and regular participants included European brands Roesch, Feraud, Massana, DIM, Simone Pérèle and the House of Chantelle by Caterina Group holding, as well as companies from Turkiye, China and Russia – Dyma, Anil Lingerie, Bliss Beach, Fordas. In August, guests will be able to meet both well-known and new exhibitors.

As part of the largest business forum in the industry, the Russian Fashion Retail Forum, a series of specialized public-talks, lectures and meetup meetings will be held with experts in the lingerie industry and the sports sector of fashion retail, who will share the latest news, trends, analytical reviews and innovations in the field of product development, promotion, and sales. The business forum will be held in pavilion 2.5, in close proximity to the exposition of the dreams by CPM exhibition.

The partners will be Lingerie Magazine and Modnoe Beljo media, as well as the companies Fashion Consulting Group, FashiON Sfera, PR Trend, Third Sense and COBA.

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