



## **BRIGHT LINGERIE FASHION BRANDS AT THE DREAMS BY CPM**

On August 26, one of the leading business platforms for lingerie, swimwear, fitness, home and sleepwear industries, the international exhibition dreams by CPM at the Expocentre Fairgrounds, will reopen its doors for four days.

More than 70 brands from 16 countries will present their collections for the upcoming Spring-Summer 2025 season at their stands to retailers coming from many Russian regions. The exhibition traditionally stands out among industry events for its large exposition from Russia, Europe, Turkiye and Latin American countries. Several years after the complete relaunch of the project concept, **dreams by CPM** presents all thematic segments: lingerie, beach (swimwear and resort fashion), active (clothing for fitness and indoor sports), erotic (niche of erotic lingerie and accessories) and home (clothing and accessories for home and sleep) again in the “home” pavilion 2.4 at the Expocentre Fairgrounds.

Even before getting acquainted with the exposition, in the main Foyer, guests of **dreams by CPM** will meet a trend area developed by the team of stylists and dedicated to resort and beach fashion. The main theme of the space will be the mood of the Mediterranean coast, lightness and femininity. Inside the pavilion, another pleasant surprise will be the exposition of the Swiss brand HANRO, celebrating a 140 years anniversary since its foundation, where guests will find exclusive models of home, casual and sportswear in the style of quiet luxury.

As part of the largest business forum of the fashion industry, Russian Fashion Retail Forum, at the **dreams by CPM**, a series of daily specialized business breakfasts and expert lectures will be held, which will form the **dreams dialogue** program. Meetings with market leaders and influential experts will take place in the dreams lounge space, the key task of which is to provide convenient and effective networking for manufacturers, distributors and buyers. For example, an important event of the first day will be a trend review by the official representative of the French Carlin Creative Trend Bureau Anastasia Kotova on the topic “SS' 25 trends: key colors, prints and shapes for lingerie, home and beachwear collections”.

Also, within the framework of **dreams by CPM**, an event will be held dedicated to the 20th anniversary of the specialized fashion publication Lingerie Magazine. Its permanent editor-in-chief Olga Kudryavtseva will hold a business breakfast “The art of sales from Lingerie magazine: promoting a lingerie store” on August 27, and in the evening of the same day, she will gather friends and partners at a special event “Dream Island” with general support by the exhibition dreams by CPM.

However, the focus of **dreams by CPM** will certainly be on the stands of the participants. Among the permanently present brands, buyers can expect ROESCH (Germany), MASSANA (Spain) and ROIDAL (Spain), in addition, the Caterina Group holding will present the French collections by CHANTELE, CHANTELE PULP and CHANTELE X. Hosiery retailers will be interested in the brands ALEM SOCKS (Kazakhstan), SAM TEX SOCKS (Uzbekistan), TEZIDO (Russia) and KARDESLER (Turkiye). The segment of lingerie and homewear will be represented by permanent participants - PENYE MOOD (Turkiye),

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HAYS (Turkiye) and DYMA (Russia), as well as newcomers of the season from Turkiye - ETOILE, KLYPIJAMA, FAVORI SEEMLESS. One of the most interesting and rapidly growing market segments – fitness clothing – will include such brands as JUMKEY (Russia), MEGACME (China), as well as Turkish manufacturers – COMPLEX, ESCETIC, SOCCER.

Finally, the real highlight of the **dreams by CPM** will be the catwalk shows that will take place in the hall 8.3 of the Expocentre Fairgrounds. On August 26, a show will be held dedicated to the 140th anniversary of the Swiss brand HANRO, represented in Russia by the holding company Caterina Group. On August 27, exhibitors and guests will be able to see a bright unforgettable show Beach Party by American Beauty Group with the participation of top beach fashion brands from around the world: NURIA FERRER (Spain), LENNY NIEMEYER (Brazil), BOND-EYE (Australia), PilyQ (USA), SEA LEVEL (Australia) and LULI FAMA (USA).

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