



DREAMS BY CPM EXHIBITION TOOK PLACE IN MOSCOW

During the dreams by CPM exhibition from August 26 to 29, the Expocentre Fairgrounds became the main venue for the lingerie and swimwear industry, fitness, home and sleepwear, bringing together manufacturers, buyers and market experts.

More than 80 brands from 16 countries presented their Spring-Summer 2025 collections. Totally two business platforms – CPM and dreams by CPM – were visited by more than 19,000 buyers. The exhibition offered them a wide range of products from manufacturers from Russia, Europe, Turkiye, China, Latin America and Australia.

One of the special projects of **dreams by CPM** was the trend area, developed by the exhibition's stylists and dedicated to beach fashion. The sunny mood of the Mediterranean coast was conveyed by looks from the brands BOND-EYE, SEA LEVEL and NURIA FERRER (American Beauty Group), TRUSSARDI, SHAN, MAX MARA BEACHWEAR and WATERCULT (Caterina Group), SCANDALE MANIERE, LE JOURNAL INTIME.

Two anniversaries became important events of the season. The Swiss brand HANRO (official distributor in Russia - Caterina Group) celebrated its 140th anniversary at the exhibition, presenting a fashion installation, a business cocktail with a lecture by Victoria Yakimenko and a catwalk show. The Russian specialized media on lingerie and beach fashion LINGERIE MAGAZINE dedicated a business breakfast and an unforgettable evening "Dream Island" with a show and a reception for friends and partners of the magazine to its 20th birthday. The guests of the exhibition also remembered the bright show Beach Party by American Beauty Group with the participation of beach fashion brands NURIA FERRER, LENNY NIEMEYER, BOND-EYE, PilyQ, SEA LEVEL and LULI FAMA.

The focus was on new collections by CHANTELE, CHANTELE PULP and CHANTELE X (official distributor in Russia - Caterina Group), ROESCH, MASSANA and ROIDAL; hosiery brands ALEM SOCKS, KARDESLER, SAM TEX SOCKS and TEZIDO; homewear by DYMA, HAYS, PENYE MOOD, and models from new participants - ETOILE, KLYPIJAMA, MIHRA. One of the most interesting and actively growing segments - fitness clothing - included in the exposition the brands JUMKEY, MEGACME, COMPLEX, ESCETIC and SOCCER.

The educational block of the exhibition offered guests lectures from the representative of the French Carlin Creative Trend Bureau Anastasia Kotova on Spring-Summer 2025 trends, the author of Garterblog.ru Tatyana Koycheva on increasing sales, as well as bra-fitting expert Maria Sokova and international specialist in the field of lingerie industry development Yana Vityukhovskaya (Fashion Lingerie) on lace in lingerie.

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