



DREAMS BY CPM: NEW STEP OF DEVELOPMENT

The international exhibition for lingerie, swimwear, fitness, home and sleepwear industry **dreams by CPM** together with the business platform **CPM — Collection Première Moscow** is changing format and location and will be held from February 18 to 21 at the Crocus Expo IEC, which is part of the largest capital trade and exhibition business cluster.

Traditionally, the **dreams by CPM** exhibition will demonstrate to buyers of the lingerie & home segment of the fashion market collections for the next season from leading local and international brands representing Russia, Turkiye, Italy, China and many other countries from Europe and Asia. The platform attracts attention with a wide choice of product categories, design solutions and various price categories. The new step in the development of the project will be marked by a deeper integration into the exposition of the CPM exhibition. It should help to increase the synergy of various product segments and the comfort of exploring the exposition by buyers working with a multifunctional assortment – from home and casual to outdoor and sportswear.

In the Fall-Winter 2025/26 season, new collections will be presented by more than 80 brands operating in the segments of lingerie, beach (swimwear and beach fashion), active (clothing for fitness and indoor sports), erotic (niche of erotic lingerie and accessories) and home (clothing and accessories for home and sleep). The focus of attention of **dreams by CPM** visitors will be on such participants as NAMALDi (Turkiye), LAPERiSSA (Turkiye), OROBLU (Italy), LUNA (Greece), CYBERJAMMIES (United Kingdom).

Authoritative and influential experts will take part in the business program of the **RFRF dreams dialogue**. The focus of the lectures of the new season will be aimed at the growth of the lingerie industry, brands and retail. The three-day schedule will include streams on trends in lingerie and homewear, including a forecast of commercially successful categories for 2025, on the quality of products and production, including an analysis of common mistakes in development and recommendations for contract manufacturing, as well as on marketing and direct sales, including an analysis of effective promotion tools for young brands and life hacks for converting emotional customer engagement into real sales.

The international exhibition for lingerie, swimwear, fitness, home and sleepwear **dreams by CPM** at a new site in the Crocus Expo IEC from February 18 to 21, 2025 will bring together more than 2,500 specialized buyers, fashion industry professionals and leading brands and distributors to create a atmosphere for communication and business together.

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