



STRONG ATTENDANCE AND ENTHUSIASM AT THE 5TH MODE LINGERIE MOSCOW

Visitors attendance was up by 11;5 % compared to Feb 2016, with almost 3400 buyers walking the aisles of the 5th Mode Lingerie and Swim Moscow. The first day of the show was extremely busy, much more than on previous sessions. Second day kept almost the same pace, third day being level with last year, and last day rather positive despite the national day of Defender of the Fatherland.

114 leading international and Russian brands were participating, representing 22 countries.

→ Truly international, with Head Offices decision makers present in the booth

More and more international brands send their Export director, Sales director and CEO to the show, to strengthen the relationships with their local partner, and deliver directly to buyers the strategic messages of the brand and present the new collections.

JOLIDON opened its brand new branch in Russia. Top managers from Lou, Empreinte, Le Bourget, Catanzaro, Brigitte Bardot, Valery, DKNY, Promise and many more were there to meet and greet buyers.

→ Special VIP Buyers event from LOU

The Brand organized a special VIP cocktail on the second day, hosted in the VIP lounge of the show. Marion Brizio presented directly the story of Lou, key facts on the new collection, with models. Buyers could share their views, ask questions and enjoy the end of the day with Champagne and finger food.

→ On the Fashion scene

The CPM Opening Fashion show staged, as usual, 2 brands as spokes brand for Mode Lingerie Moscow : Skinny, with a new collection of pants and bras for a new relaxed and fashionable homewear comfort. Lou brought forward colours and exclusive embroideries on exquisite corsetry and bodysuits. The Grand Defile, powered by Lingerie Magazine, performed the "Mutuality" with dancers bringing rhythm and pulse in the fashion show.

→ Learn and share

Among the numerous topics of the Lingerie Talks, "how to sell sexy Lingerie" was offered in a new format, gathering a panel of brand, agents and buyer to share their advice, do's and don'ts on this specific offer. Numerous questions were asked, with occasion to share experience.

→ **Main trends FW2017/2018**

Being Zen : An active woman aspiring to sober but modern lingerie, able to care in the rhythmic days.

Being Scandalous : a woman playing with her image and considering Lingerie as an accessory of pleasure.

→ **Already preparing the next September show**

Many prospective exhibitors met the organizers, to get details on the September event, book space and negotiate location, coming from Russia, Turkey, Poland, Colombia and other countries. Present exhibitors requested larger booth, to host their beachwear collections.

The 6th Collection test Tour will be conducted in April, with certainly another round to answer the numerous requests for this high quality service, dedicated to provide field insight on the collections.

Having regular fashion presentations in hall 24 was also wished for, and brands already pre booked time slots.

→ **Exhibitor's statement**

Tatiana Tarasova, owner of the Italian Fashion Group

"We take part in the CPM/Mode Lingerie Moscow exhibition now for over 8 years. We are traditionally presenting an exclusive collection of two Italian companies: Valery and Christies. The main aim of our participation is to expand the sales market, to search for business partners, to determine the most popular models for our target audience of the premium to premium+ segment. Our team worked all exhibition days and tried their best to put the goals and tasks into practice. To my mind, this year there has been a significant improvement on the visual component of the exhibition: it has become much more attractive with regard to the presentation of brands to visitors. We sincerely hope that our participation in the autumn CPM edition will be even more efficient and productive".

Alexandr Nikulin, CEO «Tribuna»

"To participate in the CPM trade fair is an image issue for our company, which we treat with great attention as to where we present our fashion collections or what tools and technology we use here. The concept itself plays an important part at the heart of our business. In my opinion, the CPM/Mode Lingerie Moscow exhibition platform provides all the necessary conditions to achieve perfect results on the lingerie market".

Paris, 27 February 2017

Next Events :

Mode Lingerie and Swim

Aug 30/31 – Sept 1/2 2017

Expocenter - Moscow

Please download the show press release, this final press release, show directory as well as photos on <http://www.cpm-moscow.com/mode-lingerie-and-swim-moscow/>

Further details on Eurovet shows in Paris, New York, Las Vegas, Shanghai, and Hong Kong can be found on www.eurovet.fr

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