



## COLLECTION PREMIÈRE MOSCOW

+++ **CPM Premium to feature New Highlight Area in Hall 81**

+++ **Opening Ceremony with Tatyana Mikhalkova**

+++ **New Matchmaking Partner for CPM**

At its next edition of **CPM – Collection Première Moscow** Hall 81 in the Premium segment is to feature a new highlight area. For the duration of the fair from 31 August to 3 September 2016 the middle of the hall will become a central location for handmade Russian accessories. Russian designers will showcase their latest creations here at the new piazza. A DJ will provide an atmosphere of musical well-being. **CPM Premium** is the centrepiece at **CPM** attracting its trade visitors to the trade fair. 80 collections from 13 countries have presented their fashion here very successfully.

Tatyana Mikhalkova, celebrated President of the largest Russian designer competition, Russian Silhouette, will this time open **CPM**. An eloquent figure she is also a member of the Russian Academy of the Arts and very familiar with the fashion business in Eastern Europe. The Russian Silhouette contest has been sponsored by **CPM** for several years now.

To extend the range and services for both exhibitors and visitors alike **CPM** is in constant search of new partnerships. At the 27<sup>th</sup> edition of the trade fair organiser Igedo Company entered into a partnership with the online portal TEXTILE-CONTACTS. Since November 2014 this online portal has crosslinked the fashion sector. In addition to Europe last year the Internet platform also expanded into Scandinavia and Russia. With Russia's PROfashion Publishing House, that is also a media partner of **CPM**, this combination of three strong partners guarantees a first-class agency service for new markets. The aim of this cooperation is to find regional partners to facilitate distribution/sales. Under the heading 'Matchmaking' this service is offered on the **CPM** website (cpm-moscow.com).

Christian Kasch, Project Director at CPM, is delighted: "We have always helped many brands to find the right agency for Russia, be this with the help of the 'Wanted Portal', 'Wanted Newsletters' or the 'START UP' programme. TEXTILE-CONTACTS means companies can now enlist someone to actively find the suitable partner for them. At the same time, we generate interesting new exhibitors for **CPM**. Furthermore, we are currently receiving many new enquiries from individual exhibitors and countries."

The registration deadline for international exhibitors is 1 June 2016.

The registration deadline for the joint German participation 'Germany' is 13 May 2016.

Düsseldorf, 12. April 2016

Further information on **CPM – Collection Première Moscow** as well as all other activities of the Igedo Company can be found on the Internet at:

[www.cpm-moscow.com](http://www.cpm-moscow.com)

[www.cpm-moscow.ru](http://www.cpm-moscow.ru)

[www.igedo.com](http://www.igedo.com)

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