



COLLECTION PREMIÈRE MOSCOW

+++ Latest News

In a few weeks' time the 27th edition of **CPM – Collection Première Moscow** will kick off. And this edition of the largest trade fair in Eastern Europe will once again await visitors with many highlights. Many more Russia designers will be exhibiting at the trade fair this time than ever before. In particular, the 'Handmade in Russia' segment has grown from 5 to 17 designers. The promotion programme of the **CPM** 'Designer Pool' will feature collections from Elena Brezhneva, Maria Akireikina, Toolai, Asta Rich and Yulia Nikolaeva.

The fashion show centre in Hall 83 will this time be artistically designed by George Redhawk. Hailing from California the artist has been almost blind for the last 12 years. With special vision aids and computer software he designs animation art. A number of his works will be on show on the catwalk that he creates under the heading [DarkAngelØne](#). Also featured on the catwalk alongside the daily CPM Selected and CPM Kids shows will be the labels MARC CAIN, 5900 BC and VEMINA City.

Once again, the seminar programme at **CPM** will be informative and varied. The renowned trend bureau WGSN will be holding a lecture on the key trends for the 2017 Spring/Summer season as part of the Russian Fashion Retail Forum. The overriding theme of the two-day seminar programme will be 'Innovations for Retail to defy the Shrinking of the Market'.

CPM is also recording new country participations. Indonesia will be exhibiting for the first time with the designers Alleira, Itang Yunasz, Ardistia New York and Warnatasku. India and Columbia will be exhibiting for the first time in their own country pavilion. A total of some 950 collections will be presented on 45,000 square metres. The last event was attended by 19,950 trade buyers from 45 countries. Amongst others labels like ALBA CONDE, MAYORAL, MASSANA from Spain, DERHY, MAX ET MOI and DEVERNOIS from France and BEATRICE B., OBLIQUE CREATIONS, MAESTRAMI, MISSOURI, FLORENS SHOES and CHRISTIES from Italy will be participating at the fair. Leading brands like BESTIA, PAROLE by VICTORIA ANDREYANOVA, VEMINA, TRUVOR, SUDAR, BOLSHEVITCHKA as well as DAN&DANI and DE SALITTO will be represented among the 188 Russian brands. Turkey will return to **CPM** with 15 brands.

A new admission procedure at the fair makes it possible for buyers to enter the exhibition centre more quickly. To avoid long waits at the visitor registration counter pre-registered visitors can have a hostess scan the pdf printout of their pre-registration and then immediately receive their free admission badge.

The next **CPM** will be held from 31 August to 3 September 2016 and will present **CPM, CPM kids, CPM Premium, CPM Accessories** as well as **Mode Lingerie & Swim Moscow**. Collections from the 2017 Spring/Summer will be featured.

Düsseldorf, 28 July 2016

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

www.cpm-moscow.com

www.cpm-moscow.ru

www.igedo.com

Contact:

Igedo Company GmbH & Co. KG, Emanuel-Leutze-Str. 8, 40547 Düsseldorf

Head of Communications

Ines Cont

t + 49.211.4396.383

f + 49.211.4396.398

E-mail: cont@igedo.com

Press Manager

Verena Lichter

t + 49.211.4396.397

f + 49.211.4396.398

E-mail: lichter@igedo.com