



## FINAL PRESS RELEASE

September 2016

The latest edition of the Mode Lingerie and Swimwear Moscow trade show welcomed 140 intimates, swimwear, homewear, and men's underwear brands from 26 countries. The exhibitors presented their new 2017 collections and all product categories were represented: corsetry, lingerie, shapewear, swimwear, beachwear, men's underwear, and hosiery. The show also attracted all the lingerie industry's major actors and, despite the difficult economic situation, numbers for exhibitors and visitors at the show grows with every edition. Mode Lingerie and Swimwear Moscow has become a mirror of the industry, reflecting the market's real situation and even forecasting what's next.

The exhibitors and influential buyers from all regions of Russia expressed confidence and optimism about the future, even though the market is still sluggish. The general consensus was that consumers are back in the shops and they want to buy. The Russian market has become more complicated and the trade show's mission is to give the most active, enthusiastic entrepreneurs opportunities, to work with them to find solutions to their challenges, to help them discover new brands, and to keep them up-to-date on changes in the market.

### Exhibitors

- 140 exhibiting brands
- 26 countries
- 64 new exhibiting brands
- 69 companies
- 2,300m<sup>2</sup> exhibition space
- 8 new countries joined the show compared to Feb. 2016: Croatia, Turkey, Hungary, Romania, China, India, Brazil, and Colombia

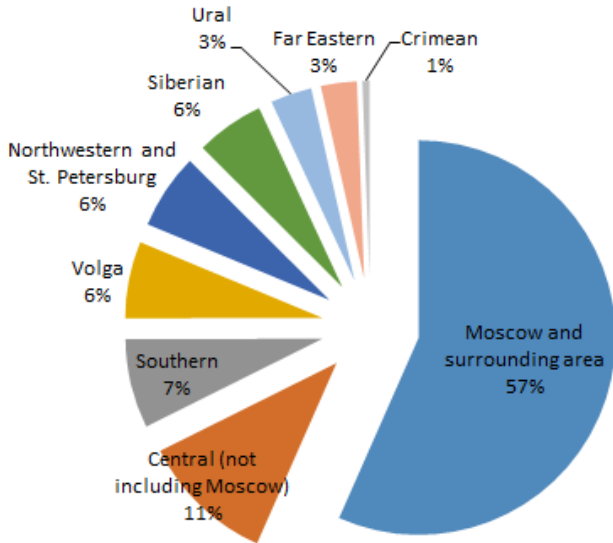
### Visitors

Over four days, more than 3,000 buyers from all regions of Russia, Kazakhstan, Belarus, Ukraine, Moldova, and Azerbaijan attended the trade show. Visitor attendance was up 12.3% from September 2015.



Regions were well represented with an increased number of visitors from all federal districts. Of special note: a more than 40% increase in visitors from the Southern, Siberian, and Far Eastern Districts.

### Russian visitors by federal district



### Top 10 visiting cities

1. Moscow
2. Saint Petersburg
3. Novosibirsk
4. Nizhny Novgorod
5. Tula
6. Ekaterinburg
7. Krasnoyarsk
8. Voronezh
9. Krasnodar
10. Saratov



The trade show organisers focused on providing outstanding visitor services and creating an atmosphere where buyers and brands could not only work efficiently at the booths, but also enjoy close contact with colleagues from other cities. Special events and informal breaks created valuable time together -- which will surely be appreciated and remembered until the community comes together again for the February 2017 session.







## Feedback from the MLSM September edition

### **Boutique Sdelay Formu, Pyatigorsk**

*"Thank you for everything -- the events program and seminars, the gifts, and, of course, the dinner with VIP visitors in such an upbeat, welcoming setting where we could share our experiences with colleagues in a relaxed atmosphere!"*

### **Kasina Company, St. Petersburg**

*"The MSLM show is very important for us and gives us a chance to expand our stores' product offer. We've started working with the Oroblù brand, we really liked Conte's new collection, and we thought the swimwear from Colombia was very interesting. At the show we also saw the new spring/summer 2017 collections from brands we already carry. We'll be back in February 2017."*

### **Lingerie Club Koritsa, Lipetsk**

*"Once again I want to thank you for my first-time visit to a show of such high standards. Everything was just great: the organization, the events program, and the opportunities to find out about new brands. I really enjoyed it and learned a lot of new and interesting things!"*

### **Mr Garbiel Cirlig, Jolidon/Prelude CEO**

*"I'm extremely pleased with our first time exhibiting at the trade show. But our booth was too small, so we'll double the size for the next session."*



August 31  
September 1–3  
2016

Expocentre Moscow



MODE LINGERIE AND SWIM  
MOSCOW

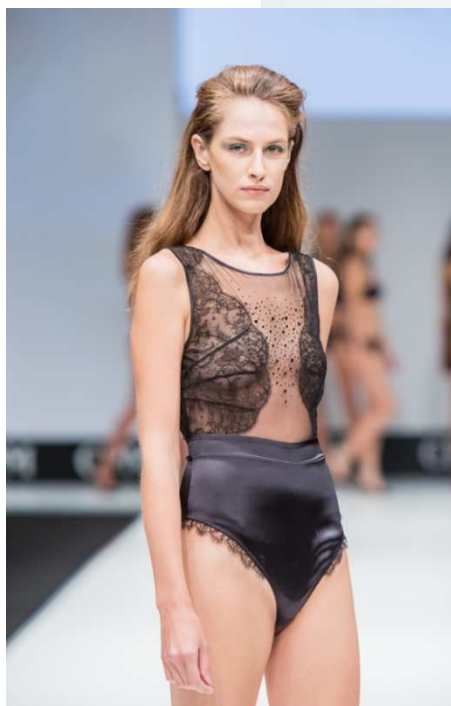
EUROVET

CPM



## Fashion takes centre stage!

Prelude and Seafolly presented the "CPM Opening Fashion Show" with outstanding designs that were both creative and sophisticated. The "Grand Défilé Fashion Show" sponsored by *Lingerie magazine* brought a fantastic "Cuban Dreams" spectacle to the Expocentre and an audience of 400 leading buyers, journalists, VIP guests, and brand managers. The show featured the excitement and amazement of the most beautiful collections from 16 brands: Jolidon, Le Bourget, Infinity Lingerie, Samana, Skiny, Zimmerli of Switzerland, Baldessarini, Mia-Mia, and others.







## Sharing and learning

The four-day show included 15 lingerie themed talks. All the events were well attended with visitors showing special interest in the following:

At the Sankom™ seminar on internet technologies, boutique owners got advice on using Instagram and Facebook to promote their products, and the Sankom™ expert also responded to numerous questions after the presentation.

At the "Lingerie & Beauty" conference, visitors learned how to make their boutiques stand out in a city by offering a wide range of special services.



Eurovet revealed the most important spring/summer 2017 trends, illustrated them with product samples in the nearby Trends Forum, and explained why they'd be the season's best-sellers. Be sure and see the SS17 trends video for more inspiration.

The Fitting School held seminars focusing on lingerie and shapewear with fitting experts from Empreinte and Maidenform. These master classes gave buyers valuable knowledge to pass on to their clients – a great way to strengthen relationships.





## Special guests

On the trade show's second day, Eurovet held the first-ever meeting between Russian brands and Maria Yantchenko, Head of Corporate Communications for the Innovative Research and Production Centre of Textile, Clothing, Leather, and Footwear, who commented, "We are delighted about this wonderful opportunity to meet the driving forces of the intimate apparel industry and understand their current and future challenges." The meeting lasted more than two hours with exhibitors freely sharing details on their activities and concerns.

Colombian Ambassador Mr Alfonso López Caballero; Indian Ambassador H.E. Mr Pankaj Saran; and Greek Ambassador Mr Andreas Friganas honoured the show with their presence and showed great interest in the success of their countries' industry representatives. They all expressed a strong desire to provide more support in the future through their trade organisations and industry bodies, respectively ProColombia, the Intimate Apparel Association of India, and Enterprise Greece.



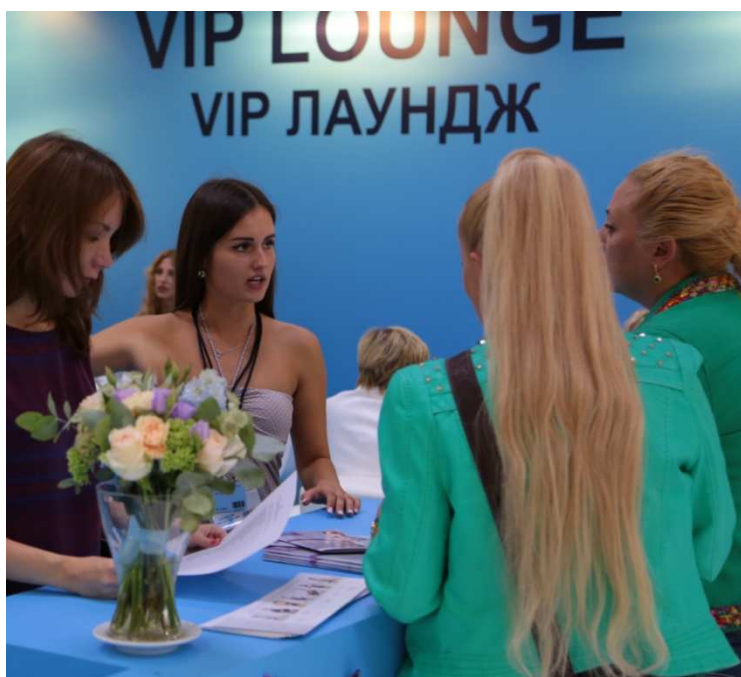
Tatiana Mikhalkova, President of the Russian Silhouette Charity Foundation, explored the exhibitors' collections with unreserved enthusiasm and was especially delighted to meet with Belarus companies.







From the very beginning of the trade show, a team of personal shoppers was ready to meet with visitors, introduce them to the trade show and conference program, and help them make the most of their time. Boutique buyers were given advice and direction for finding the right brands for their needs and clientele – and they also enjoyed a complimentary French breakfast!



Mark your calendars for the 20-23 February 2017 edition

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MODE LINGERIE AND SWIM  
— МОДНОЕ НИЖНЕЕ БЕЛЬЕ —

MOSCOW



ДО  
ВСТРЕЧИ

20  
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ФЕВРАЛЯ  
2017



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