



## OPTIMISM IS BACK AT THE 4<sup>TH</sup> MODE LINGERIE AND SWIM MOSCOW

The 4<sup>th</sup> session of Mode Lingerie and swim Moscow closed on a very optimistic mood. Buyers from all Russia were confident, and believed in positive perspectives, even though the market still remains in stagnation. *“Consumers are back in the shops, and want to buy”*.

With 140 exhibiting brands coming from 26 countries, the show presented a very large and truly international offer, with a specific focus on swimwear and beachwear.

### VIP at the show and international support

On the 2nd day of the show, Eurovet organized the first ever meeting between Russian brands and Ms Maria Yantchenko, Head of corporate communications of Innovative Research and Production Centre of Textile, Clothing, Leather and Footwear. *“We are delighted about this excellent opportunity to meet the dynamic forces of the intimate apparel industry, and understand their present and future challenges”*. The meeting lasted more than 2 hours, with exhibitors sharing freely details on their activity and preoccupations.

Colombia Ambassador Mr Alfonso Lopez Caballero, India Ambassador H.E. Mr. Pankaj Saran, and Greece Ambassador Mr Andreas Friganas, honoured the show of their visit, showing high interest in the presence and success of their fellow country industry representatives. All showed strong wishes to bring more support in the future, with the help of their trade organizations or industry bodies, respectively Pro Colombia, Intimate Apparel Association of India, and Enterprise Greece.

Tatiana Mikhalkova, president of charitable foundation Russky Siluet, discovered the collections of the exhibitors with unreserved enthusiasm, and showed a special emotion when meeting Belarus companies.

### On the Fashion scene

Prelude and Seafolly staged on the CPM Opening Fashion show, with outstanding pieces of creativity and refinement. The Grand Defile, powered by Lingerie Magazine, brought Cuban Dreams at Expocenter.

### Learn and share

15 Lingerie talks were held during the 4 days of the show, and visitors showed the most interest for Internet technologies to boost sales, Trends, this year with a special practical illustrations from the Trend Forum just nearby, and Beauty codes to develop Lingerie shops assortment.

#### Main trends SS2017

The Rise of Southern Hemisphere: a trend inspired by all the culture of the South, with mix prints and bold colors.

Customization of Creation: a trend to highlight the exquisite and delicate art and craft of lingerie. Details and ornamentation designed for luxury collections.

**Exhibitor's statement** : Mr Gabriel Cirlig, CEO of Jolidon/Prelude: I'm extremely pleased with this first participation. Our booth was too small, we'll double the size for next session.

### Retailers relax and share their experience

The now traditional VIP buyer's dinner gathered 50 retailers from all over Russia as far as Kamchatka, and also from Moldavia, Kazakhstan, at Panorama Restaurant, with outstanding view of Moscow;

Next Events :  
February 20, 21, 22, 23 2017  
Aug 30,31 – sept 1,2 2017  
Expocenter - Moscow

Please download the show press release, this final press release as well as photos on

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

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

Further details on visitors' attendance and visitors and exhibitors comments, 3<sup>rd</sup> week of September.

Further details on Eurovet shows can be found on

[www.eurovet.fr](http://www.eurovet.fr)

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