

**TO ALL HON'BLE MEMBERS OF BGMEA****Subject: Participation in Collection Première Moscow to be held from 19 to 22 February 2024.**

Dear Sir,

We are delighted to inform you that the largest international exhibition of the fashion industry in Russia CPM - Collection Première Moscow to be held from 19 to 22 February 2024 at Krasnopresnenskaya Nab. 14, Moscow, Russia. Every season the project brings together more than 800 brands of clothes and accessories from more than 30 countries, including Russia, Turkey, Italy, Kazakhstan, China, India, Iran, Azerbaijan and others. More than 17,000 retailers and other market participants visit the venue to order the displayed collections. The detail information of the fair is mentioned below:

01	Fair Name	CPM - Collection Première Moscow
02	Date	19 to 22 February 2024
03	Venue	Krasnopresnenskaya Nab. 14, Moscow, Russia
04	12 SQM Booth Rent	6700 Euro
05	Website	<a href="https://cpm-moscow.com/">https://cpm-moscow.com/</a>

**This is an information circular. If you feel interested in participating, you are requested to contact BGMEA directly. BGMEA shall not be liable for the refunding of stall fees and visa-related issues. For any queries, please contact with:**

Md. Shahriar Rahman, Deputy Secretary, BGMEA, Mobile: +88 01671-429218  
Md. Fakhrul Islam, Senior Executive, BGMEA, Mobile: +88 01676-027436

*Enclosed:**1. Brochure*

Thanking you,

  
Md. Faizur Rahman  
Secretary General



18+

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

19-22/2/2024

CPM

International  
Fashion Trade Show  
Moscow

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

Место проведения:



Организатор:







# COLLECTION PREMIÈRE MOSCOW

International Fashion Trade Show Moscow\*

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

17200

PROFESSIONAL VISITORS

27 000  
sqm

EXHIBITION AREA

850

COLLECTIONS FROM 33 COUNTRIES

9

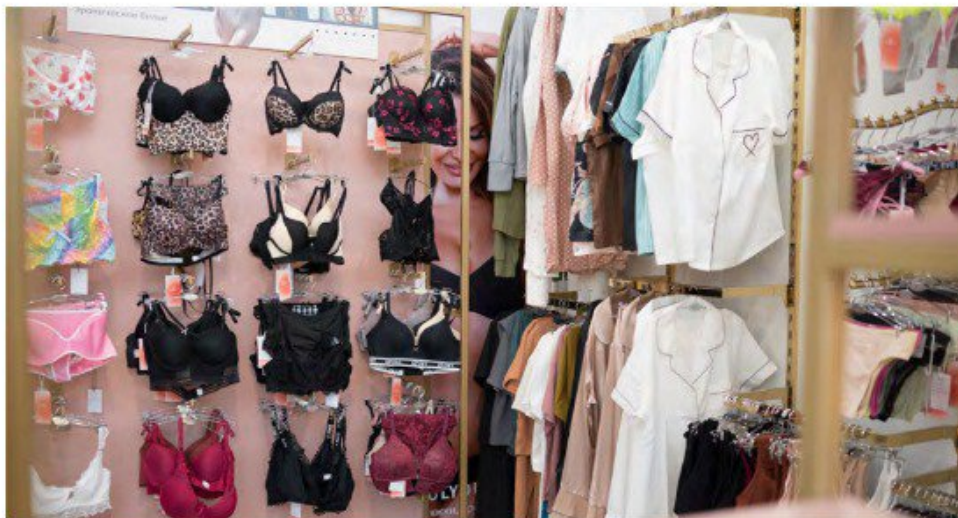
SPECIALIZED SEGMENTS

12

PAVILIONS

\* The size of CPM is 100,000 sqm





# LINGERIE FASHION WITHIN CPM

## RFRF DREAMS DIALOGUE EXPERT LECTURE

The specialized platform dreams by CPM is the key platform for ordering new collections for the lingerie segment of the fashion industry: basic, trendy and erotic underwear, beachwear and swimwear, homewear, fitness and yoga. Over the years, dozens of manufacturers and hundreds of buyers of the segment have met at dreams by CPM and together develop a business that has great potential in the Russian market.

[dreams-moscow.ru](http://dreams-moscow.ru)

An integral part of the dreams by CPM exhibition project, which includes meetings with leading experts and analysts of the lingerie market in the field of product development, offline and online retail management, marketing and PR, as well as building business strategies. RFRF dreams dialogue is a networking territory for those market participants who are ready to apply the best practices and study third-party experience for the growth and development of their company.

## DREAMS SELECTED FASHION SHOW & WINDOWS

An important place in the exposition is traditionally given to bright catwalk shows and interactive presentations. Viewing new collections in dynamics stimulates the interest of buyers in participating brands, and creative "live" installations with the participation of models invariably attract the attention of all visitors of the exhibition, demonstrating new collections of fashionable lingerie, swimwear, beachwear, home and fitness wear.





# CPM – BUSINESS PLATFORM



The unchanging mission of CPM remains to unite the fashion industry for the exchange of knowledge, experience and presentation of products and services. Exhibition projects are the best companions for solving such problems, expanding the professional contact zone, selecting new points of growth for your business and finding inspiration for new discoveries and achievements.

[rfrf-moscow.ru](http://rfrf-moscow.ru)

fashion industry RFRF – Russian Fashion Retail Forum – is the leading platform for business communication and the exchange of experience and knowledge. The program includes about 100 speakers every season and is aimed at visiting more than 1500 guests. The business forum consists of three streams: the RFRF main stage conference, RFRF meetup workshop sessions, and RFRF dreams dialogue, an expert lingerie market lecture.

As the largest business exhibition in the fashion industry, CPM invariably attracts the attention of media people and the press. Exhibitors have a unique opportunity to invite famous theater, film and music artists, as well as fashion industry influencers, to the booth to introduce their collections. Also, each exhibitor can share a press kit about the brand and novelties of the season with journalists in the CPM Press Center.





# MARKETING OPPORTUNITIES

Take advantage of a wide range of services for exhibitors, which will make your participation in the CPM as noticeable, effective and comfortable as possible.

Key services: individual selection of stand construction elements, assembly of exhibition and presentation equipment, branding and sponsorship opportunities, targeted work with visitors before, during and after the exhibition, promotion through the exhibition website, social networks and media, organization and carrying out press approaches, as well as many other options.

You can clearly declare your brand and new collections through participation in the show program. Collective or individual catwalk fashion shows, which are prepared by experienced professionals, will always become an adornment of your participation in the exhibition, help to attract additional attention to the brand, and also pleasantly surprise regular customers and partners.

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



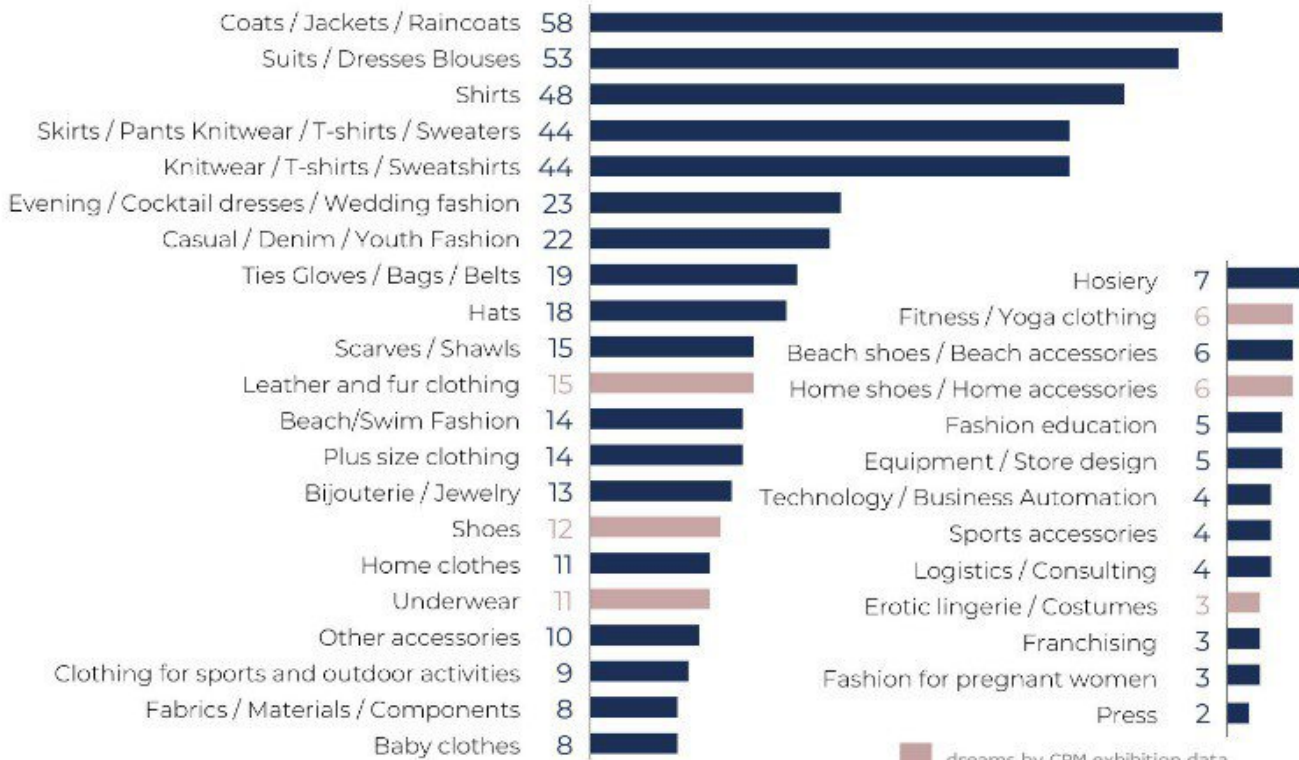




# EXHIBITION ATTENDANCE STATISTICS\*

## INTEREST IN THE COLLECTION

Multiple answers possible



dreams by CPM exhibition data

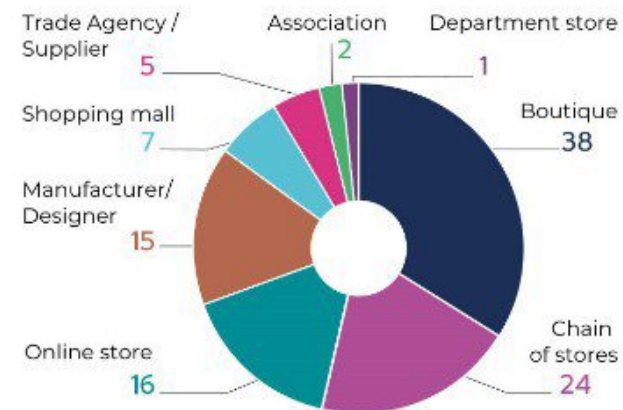
## PRICE LEVEL

Multiple answers possible



## FORM OF ORGANIZATION

Multiple answers possible



\* - Percentage data based on the results of CPM 40<sup>th</sup> 29/8/-1/9/2023





19-22/2/2024  
**CPM**  
International  
Fashion Trade Show  
Moscow



## CONTACT

### EXPO FUSION LLC

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### Bangladesh Contact:

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WhatsApp: +79265743862



### VENUE

Expocenter Fairgrounds  
Krasnopresnenskaya Nab., 14  
123100, Moscow

Forum, 21, 22, 23, 81, 82, 83  
Foyer, Gallery basement

### OPENING HOURS

Tuesday - Thursday: 10 am - 6 pm  
Friday: 10 am - 4 pm

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

