

**P R E S S   R E L A S E**

**CPM – Collection Première Moscow to boast clearly enlarged exhibition space**

**Premiere of the segments “CPM accessories & shoes” and “CPM Store Concept”**

The tenth **CPM – Collection Première Moscow** held at the Krasnaya Presnaya Expocentr Exhibition Centre in the heart of Moscow from 26 to 29 February 2008 will once again present approximately 17,200 trade visitors from over 50 countries a comprehensive overview of the current trends for the 2008/2008 Autumn/Winter season.

**CPM CPM**, the leading international fashion fair for Eastern Europe, is to enlarge its exhibition space by more than 23% to a total of 67,776 m<sup>2</sup>. At the 4-day exhibition 1,500 brands and collections are expected to offer interested buyers a centralised and transparent complete line-up of women's, men's and children's fashion, lingerie, leatherwear and furs, bridal and evening fashion, young fashion, leisure wear as well as accessories.

The forthcoming **CPM – Collection Première Moscow** will also see the segments **“CPM accessories & shoes”** and **“CPM Store Concept”** celebrate their premieres. CPM Premium, the segment successfully introduced in September 2007, will now be complemented by the CPM accessories & shoes segment which is planned to occupy approx. 2,750 m<sup>2</sup> in Halls 8.1 and 8.2.

“Following the successful launch of the CPM Premium segment we expect to receive more than 120 registrations for this area in February 2008,” says Frank Hartmann, CEO and President of the Igedo Company, the organiser of **CPM – Collection Première Moscow**. He went on to explain: “By introducing CPM Premium and CPM accessories & shoes we are responding to the immense demand by numerous exhibitors of high-end, design-driven premium labels seeking an appropriate presentation platform in Eastern Europe.”

Like the Fashion Gallery of CPD the new CPM Premium segment is to become the creative heart of **CPM** and turn into a source of inspiration for the design scene: a stage for avantgarde designers, newcomers and young talents whose collections stand out from the rest with their inimitable signature design. The total look of the CPM Premium halls will exude an exquisite atmosphere.

- 2 -

Again, the buzzword for the **10th CPM – Collection Première Moscow** will be transparency and fluidity, meaning that the borders between the two segments CPM Premium and CPM accessories & shoes will be blurred. A standardised stand design limited to a maximum wall height of 1.60 m will underscore the purist look creating a loft-type setting.

The second new feature in February 2008 will be the **CPM Store Concept** segment located in Hall 3. The CPM Store Concept area will be a marketplace for system suppliers from trade and industry seeking to establish vendor-managed retail areas with either existing or potential new specialist retailers.

Explaining the new feature Christian Kasch, Project Director of CPM, said: "With the new "CPM Store Concept" segment we are honing in on a topic that is as topical as it is explosive. Especially in Russian specialist apparel retailing the, so far, often highly emotionalised purchasing field is now clashing with rational, vendor-managed sales area systems thereby posing a challenge for entrepreneurs. For system suppliers this means they have to reprioritise their business in Russia moving away from wholesale business and towards selling vendor-managed concepts such as shop-in-shop, store partnerships or franchise concepts."

The forthcoming **CPM – Collection Première Moscow** will also see more renowned wedding fashion manufacturers especially from Spain, Italy and Germany, present their lines for the first time. Upon exhibitors' explicit request bridal wear will now be showcased within the county pavilions. From Spain Modelnovias and the Grupo Nupcial Novissima have already confirmed their participation. Alongside Pronovias and Rosa Clarà they are among the four leading Spanish bridal wear brands. Grupo Nupcial Novissima will present the following designers' collections at **CPM**: Charo Peres, Elio Berhanyer, Agatha Ruiz de la Prada, Devota & Lomba, Duyos, Javier Larrainzar, Camila Elbez plus its private labels Adagio, Allegro, New Age, Vintage and Vivache.

Launched in September 2005, CPM Young Fashion in Hall 8.3 will be home to the likes of Pepe Jeans, Converse etc. in February 2008.

CPM Kids will once again present the "who's who" of baby and kids' fashion with such exhibitors as Hallo Kity, Trussardi, Patrizia Pepe, Cristina Effe, Historic Research and many other well-known firms. Visitors will find the world of kids' and

- 3 -

baby fashion in Hall 2.3. The two fashion shows "CPM Kids Catwalk" and "Children's Fashion from Spain" staged at the CPM Kids Hall with the latest trends in children's fashion will serve as an information pool and source of ideas.

At the next **CPM – Collection Première Moscow** lingerie will finally be given its own representative setting in Hall 2.2. Here, interested trade visitors can find out all they need to know about attractive lingerie – such as exclusive dessous and sleep wear. Daniel Hechter, Feraud and other firms have already confirmed participation at CPM Lingerie. These firms aim to use CPM to fully exploit those particularly promising business opportunities in Eastern Europe found by a recent market study commissioned by the Igedo Company.

Russia is still very trendy and fashion plays an eminently important role especially in Moscow. Over the past few years a high-spending, fashion-focused middle class has formed in Moscow and enormously benefited fashion retailers. **CPM – Collection Première Moscow** has responded flexibly to these market needs by enlarging its exhibition space and by constantly expanding segments. The success enjoyed by **CPM** over the past five years shows that both exhibitors and buyers capitalise on the trade fair – as an ideal platform for maintaining existing customer relations and finding new distributors but also as a pool of ideas and source of inspiration.

The 11<sup>th</sup> **CPM – Collection Première Moscow** will run from 10 to 13 September 2008 at the Moscow Krasnaya Presnaja Expocentr Exhibition Centre.

For further information on **CPM – Collection Première Moscow** as well as all other activities concerning the **Igedo Company** find us on the Internet at:

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

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

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

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