



ITALIAN TRADE AGENCY

ICE – Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane  
ИЧЕ – Посольство Италии  
Отдел по развитию торгового обмена

ENTE·MODA·ITALIA  
EMI

**A wonderful thirtieth edition of CPM Moscow which celebrated this important anniversary by welcoming over 25,000 visitors and 1,350 international collections.**

**Optimism and confidence among the Italian companies**

**taking part inside *Italian Fashion* organized by Ente Moda Italia.**

**Increasingly concrete signs of recovery from the Russian market, and very positive feedback for the incoming buyer delegations**

**- the result of the synergy with Sistema Moda Italia and Agenzia ICE.**

The **30<sup>th</sup> edition of CPM Collection Première Moscow**, the most important fashion trade fair in Russia and Eastern Europe, **held from 19 to 22 February at the Krasnaja Presnja Expocentr, Moscow**, closed with rising attendance figures and positive feedback from members of the trade; results which attest to the widespread optimism and confidence in Italian fashion on the Russian market.

The official figures for the event show that a total of **25,000 members of the trade attended from more than 50 foreign countries (there were 22,600 a year ago)**, for an edition that saw the participation of **1,350 international brands from 27 different countries.**

The **143 Italian brands** presented under the aegis of “**Italian Fashion**” – a rise compared to the 134 at the last winter edition – aroused a high level of interest on the part of the buyers and members of the distribution trade who came to the fair for four intense days of commercial contacts and the presentation of the latest ideas from the women’s, men’s and children’s intimate apparel and hosiery collections **for fall-winter 2018-2019.**

There were lots of strategic activities and special initiatives at this edition. Thanks to the **important promotional project supported by the Ministero dello Sviluppo Economico [Italian Ministry for Economic Development] and realized by the Moscow office of Agenzia ICE [ITA - Italian Trade Agency] in collaboration with EMI - Ente Moda Italia and SMI - Sistema Moda Italia**, incoming delegations of a selection of top buyers from the most economically developed regions of Russia were organized; and again thanks to the support of **Agenzia ICE**, the ***Italian Fashion Lounge*** welcomed members of the trade and VIP Russian buyers in an area with a strong Italian character.

Also a great success was the **special Italian evening** to celebrate the 30<sup>th</sup> edition of CPM and EMI’s ongoing participation in the fair in the presence of Italian companies, top Russian buyers and international press together with the **newly installed Italian Ambassador to Russia, Pasquale Terracciano and the Italian institutions based in Moscow which have always remained close to Italian Fashion@CPM.**

During the evening **special acknowledgments** were presented to the following: Kostantin Andrikopoulos of Bosco di Ciliegi; the buyers Vera Ivanova of Boutique Italica - Yakutsk, Galina Kantilyanova of the boutiques Venezia and Italianka - Nakhodka and Elena Vlasova of Boutique Ledi - Krasnoyarsk, part of the delegation hosted thanks to the support of ICE Moscow and Sistema Moda



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Italia. Plus two showrooms which have brought numerous Italian brands to CPM over the years: Natalia Dronchenko of Milano Fashionroom and Claudio Carioni of Galleria Carioni. And finally three Italian companies that have distinguished themselves for having taken part ever since the first edition of the fair: Daniela Nicolini of Maglificio DA-NI, Morena Rossi of Mori Castello and Piero Fontanelli of Nipal.

Also very successful was the **special presentation dedicated to press and buyers in the CPM KIDS area: "Italian Kids Fashion meets Russia"** which offered participating companies and buyers an opportunity to study this topic in greater depth and discuss mutual knowledge and requirements. The Italian Ambassador to Russia, who has only just taken office, also expressed his appreciation for the quality of the Italian participation at the Moscow fair and the results achieved and wished to show his support for the promotional initiatives of Ente Moda Italia and Sistema Moda Italia in Russia by visiting the Italian companies at the fair.

*"There was a generalized atmosphere of optimism at this special edition of CPM", says **Alberto Scaccioni, CEO of Ente Moda Italia** "The celebrations for the thirtieth edition were flanked by growing confidence in the Russian market as also confirmed by the Sistema Moda Italia figures regarding Italian exports to Russia between January and October 2017 which were up +11.51%, in terms of the quantity of fashion products and +14.29% in terms of economic value, with even more positive performances for certain merchandising categories. Our companies gave a positive assessment of both the quantitative and qualitative presence of Russian buyers, receiving appreciative feedback on the new collections as well as orders for next season. Russia is a key market for our country and I feel I should add that we are satisfied with the high level of networking with our strategic partners like Sistema Moda Italia and the Moscow office of Agenzia ICE that allowed us to organize the presence at the fair of an important group of buyers in a more targeted manner, as well as to add welcome and promotional services like the Italian Fashion Lounge and to celebrate our thirtieth birthday with a special all-Italian evening".*

**Pier Paolo Celeste, the Director of the Moscow office of Agenzia ICE,** adds: *"The satisfaction of the 35 buyers from 23 Russian cities invited by Agenzia ICE was unanimous with regard to the new distinctly Italian layout as well as the number and quality of the exhibitors from all segments who proposed new collections which were highly appreciated for their taste and price. Also the "surprise" of finding new footwear manufacturers was greeted very favorably, a strong sign that the proposals of the fashion stores in this market are moving towards a total look".*

The next edition of **CPM - Collections Première Moscow** will be held from 4 to 7 September 2018, featuring the collections for **spring-summer 2019**.

**EMI - ENTE MODA ITALIA**, was established in 1983 by Sistema Moda Italia and Centro di Firenze per la Moda Italiana to promote, propagate and valorize Made in Italy abroad. Within the context of this mission, EMI organizes the participation of qualified Italian firms in some of the world's major trade fairs which include Italian Fashion @ NY Women's – Coterie, Edit in New York, Italian Fashion @ Project Womens in Las Vegas, Italian Fashion @ Central Asia Fashion in Almaty (Kazakhstan), La Moda Italiana @ CHIC in Shanghai, La Moda Italiana @ Seoul and La Moda Italiana @ CENTRESTAGE in Hong Kong.



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