

**A new edition of “Italian fashion” will be staged at CPM Collection  
Première Moscow from 3 to 6 September:  
Ente Moda Italia will showcase 103 Italian brands  
in the special area dedicated to Italian style.  
Expectations are high among the Italian companies for the fashion fair  
platform that targets the markets in Russia and neighboring countries,  
also thanks to a series of strategic initiatives  
in collaboration with Agenzia ICE and Sistema Moda Italia**

The **33<sup>rd</sup>** edition of **CPM Collection Première Moscow**, the most important fashion trade fair in **Russia and Eastern Europe**, will be held from **Tuesday 3 to Friday 6 September 2019** at the **Krasnaja Presnja Expocentr, Moscow**, and will once again involve the participation of **EMI - Ente Moda Italia** with the special **“Italian Fashion”** areas dedicated to **women’s, men’s and children’s fashions, clothing and accessories**.

Also taking part in this edition of **CPM** – which will be hosting a total of **around 1,400 collections** from **35 different countries** – will be a **selection of 103 Italian brands** (in line with the attendance registered in September last year – the largest national participation alongside Germany), presenting their latest ideas **for spring-summer 2020 in Pavilions 2.1 and 2.5:**

**84 men’s/women’s adult collections** in the **Italian Fashion@CPM** section;

**14 children’s collections** in the **Italian Kids Fashion@CPM** section.

**5 intimate apparel/beachwear brands** in the **Italian Fashion @ CPM Body & Beach** section.

There will be lots of special promotional initiatives in the field thanks to the important 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**: first and foremost regarding the **incoming delegation of a selection of around 40 top buyers** from the most economically developed regions of **Russia**; and again thanks to the support of **Agenzia ICE**, this edition will also feature the **Italian Fashion Lounge** which has now become the Italian pavilion’s reference hub, a meeting place for exhibitors, buyers and press in an atmosphere that is strongly characterized by Italian hospitality.

Among the initiatives planned, we should mention the **matchmaking cocktail party** scheduled for **4 September** – realized by Messe Duesseldorf Moscow, CPM’s organizer – **dedicated to Italian beachwear companies**, to which around **50 Russian buyers and a selection of bloggers and influencers** specialized in beachwear have been invited.

*“We take part in each new edition of CPM with a positive and confident spirit” says Alberto Scaccioni, CEO of EMI, “mindful of the strong links our companies have with the Russian market, and the high level of appreciation among the country’s members of the trade for Italian products and style. Russian retail fashion is characterized by multi-brand sales outlets which, for us, represents a strategic absolute value and it has always demonstrated loyalty towards the business relations built up and nurtured over the years. We are fully aware of the very complex situation of the Russian market and domestic consumption – the latest Italian export figures processed by Confindustria Moda’s Centro Studi for the first few months of 2019 show a slight overall drop, although some sectors held steady and even showed*

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*slight growth – but we are still hopeful; Russia and the countries in the neighboring area continue to represent a significant market for our fashion products: they are among the top 10 outlet countries for fashion. Once again we are very satisfied with the networking carried out with what have now become our strategic partners - Agenzia ICE and Sistema Moda Italia – that allows us to organize the presence at the fair of important groups of Russian buyers in a more targeted manner, and to add a welcome inspired by Italian lifestyle which has now become a distinguishing feature and an element of attraction of the Italian fashion area”.*

*“Italy was confirmed as being the second biggest supplier of Fashion and Accessories to the Russian Federation in both 2018 as well as in the first half of 2019. Our Agency is committed to consolidating and increasing Made in Italy exports, expanding the distribution to include the most remote Russian regions. For this edition we have selected 40 importers from 29 different cities in Russia and Armenia, 19 of which are newcomers, and organized over 300 B2B meetings with the Italian exhibitors which will take place during the Fair” adds the Director of the Moscow office of Agenzia ICE, Pier Paolo Celeste.*

**EMI - ENTE MODA ITALIA**, was established in 1983 by the 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 and arranges the participation of qualified Italian firms in some of the most important international trade fairs which include, Italian Fashion @ Capsule and Cabana in New York, Italian Fashion @ Liberty Fairs in New York and Las Vegas, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana @ Project Tokyo and La Moda Italiana @ Seoul.

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