

The latest edition of “Italian fashion” at CPM, Collection Première Moscow staged in Moscow from 22 to 25 February: Ente Moda Italia showcases 45 Italian brands in the special area dedicated to Italian style.

The focuses for this edition include an incoming delegation of members of the trade from major Russian cities specialized in the Italian market realized thanks to the synergy with the Italian Trade Agency and Sistema Moda Italia

CPM Collection Première Moscow – the most important fashion trade fair in Russia and Eastern Europe - presents its **35th edition from Monday 22 to Thursday 25 February 2021**, at the **Expocenter Fairground in Moscow**, and once again involves the participation of **EMI - Ente Moda Italia** with the special “Italian Fashion” areas dedicated to women’s and men’s fashion, clothing and accessories.

There will be an important Italian presence at this edition: **out of the total of 350 participating companies (from 17 countries)**, with its **45 brands** the **Italian Fashion @ CPM** section – located in the **Forum Pavilion** that hosts all the European market companies – represents the most numerous international participation. An important result, the fruit of the increasingly solid collaboration between the companies, EMI and some of the most important showrooms in Moscow.

The special promotional initiatives include an incoming delegation of a selection of some the most important buyers specialized in the Italian market from a number of the most developed areas of Russia, a project supported by the **Ministero degli Affari Esteri e della Cooperazione Internazionale [Ministry for Foreign Affairs and International Cooperation]** and realized by the **Moscow office of ICE [ITA - Italian Trade Agency]** in collaboration with **EMI - Ente Moda Italia** and **SMI - Sistema Moda Italia**.

“The Russian market shows a high level of interest in Italian companies even at this difficult time. It is a market that has never closed its borders and has turned out to be truly unique”, states Alberto Scaccioni, CEO of Ente Moda Italia. “The Italian companies have demonstrated a strong desire to be here, sending their sample collections to the Moscow fair complex – which will be open in complete compliance with safety regulations – to be presented to buyers by local agents. Italy is an industrial system which, by cultural and commercial inclination, is dedicated to internationalization. Therefore, our role is to accompany and support businesses on this journey.”

The Director of the Moscow office of Agenzia ICE, Trade Promotion Section of the Italian Embassy, Francesco Pensabene, states: *“The Russian customs data show that, in 2020, Russian imports from Italy of ‘Fashion System’ products amounted to € 1.2 billion, with a market share of 7.5%. Therefore, for the whole ‘Fashion System’ industry, Italy confirms its second place in the ranking of supplier countries, as for previous years. In 2020, Russian imports of clothing from Italy amounted to € 414.9 billion, with a market share of 6.9%. The total import-export trade between Italy and Russia for the clothing industry amounted to € 417 billion. With regard to women’s clothing, Russian imports from Italy amounted to € 169.2 billion, with a market share of 9.2%; with regard to men’s clothing the imports amounted to € 89.7, with a market share of 7.7%; for children’s clothing they amounted to € 1.5 billion, with a market share of 1.4%; for lingerie/sportswear/beach fashion, the imports amounted to € 12.7 billion, with a market share of 2.5%. Thus, in terms of the clothing industry alone, despite the particularly difficult period, Italy is confirmed as its third ranking supplier country and Russia continues to represent a strategic and essential market for Italian Fashion.”*

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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 world's major trade fairs which include Italian Fashion @ CPM Collection Première Moscow, Italian Fashion @ Capsule in New York, Italian Fashion @ Liberty Fairs in New York and Las Vegas, Italian Fashion @ Cabana in New York, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana @ Project Tokyo and Italian Fashion Days in South Korea.

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