

Euro Shoes and CPM will be Held in February at Expocenter

The only alliance of professional fashion exhibitions in Russia will provide buyers with unique opportunities

Two leading European fashion industry exhibitions will be held **from 21 to 24 of February, 2022** at the main exhibition space of Russia – **EXPOCENTRE**.

Organizers of the two largest international professional business platforms in Russia, Eastern Europe and Central Asia – **EURO SHOES premiere collection**, the wholesale exhibition of shoes, bags and accessories and **CPM – Collection Première Moscow**, fashion clothing and accessories exhibition, have come to a partnership agreement on holding events in 2022 on the same dates and on a single site. According to the agreements, the upcoming edition of Euro Shoes will be held within the framework of the CPM global exhibition platform.

Winter editions of EURO SHOES and CPM will be held from 21 to 24 of February, 2022 at the main pavilions of Expocentre Fairground in Moscow.

The entire fashion industry of Russia and Eastern Europe has been waiting for this event for a long time, and finally, the organizers of Euro Shoes and Messe Düsseldorf Moscow LLC can officially announce to the business community a partnership project that will undoubtedly become the most significant event of 2022 for all participants of the fashion market. The alliance of two leaders of the fashion industry in Russia and Europe will bring dividends to all participants of EURO SHOES and CPM – both exhibitors and buyers.

The global trend for the current total look format in fashion retail is gaining momentum, today many brands are already working in it, purchasing and forming collections in a single style. Responding to the requirements and challenges of today, EURO SHOES and CPM combine their efforts, knowledge and experience to present buyers with the latest collections of the maximum number of brands in a single space. It will be an unprecedented exposition of fashionable clothes and shoes in terms of diversity and vastness.

For four days, buyers and owners of shoe and clothing businesses from Russia, Belarus, Kazakhstan and other countries will have a unique opportunity to get acquainted with collections of Russian and European clothing, shoes and accessories of the AW 2022/23 season and at the same time conclude profitable contracts and make orders from manufacturing companies and their official distributors. The largest orders of Russian and European clothing and shoes are made at EUROSHOES and CPM.

Holding of EURO SHOES and CPM on the same site and on the same dates is an important step for the development of fashion retail in our country in such a difficult time. The synergy of two strong, reputable industry events will give a powerful impetus to the development of both the market as a

whole and the retail business of each company.