

Russian Showroom fashion trade fair „s’elections moscow 2020” is coming soon

For the Russian market, CPM organizers have created a concentrated face-to-face platform that will take place in Moscow from September 16th until September 20th, 2020.

The new concept will be shown in south-eastern part of Moscow, in a modern spacious industrial location with the total floor area of 7.000 sqm (gross). The CPM organizer „Messe Düsseldorf Moscow“ offers up to 300 brands to take part in the concentrated order placement event in the so-called ‚Showroom spaces‘.

Due to the measures taken against corona-virus, this autumn the CPM was not able to arrange for premises in the Moscow exhibition centre Expocentre.

A former industrial hall, the location described as ‚New Fashion Hall **Main Stage**‘, offers room and space for a face-to-face-format where optimal health protection measures can be introduced.

German and Russian standards for hygiene and protection will be met to the maximum.

The **s’elections moscow 2020** will be offered for an obviously extended duration of 5 days: on four of which the opening hours are set from 9.00 till 21.00.

The Main Stage site is located in close proximity to three lines of Moscow metro that is known around the world and is very reliable.

In cooperation with IGEDO Company (Düsseldorf) there are now invited brands from Germany, Italy, France, Greece, China and Turkey.

Companies that can show their collections in collaboration with Russian partners or Russian staff will have a priority.

Russia appears to be closed for international travel. Should it become possible to travel to Russia, a wider range of brands will be seen at the fair.

The **s’elections moscow 2020** will be flexible with admission until the last moment, as the New Fashion Hall **Main Stage** offers good opportunities for extension.

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The brands, the trade visitors and top buyers will be offered optimal conditions for work at **s'elections moscow 2020**: free high speed internet, clean & most modern fittings for the premise, catering zone with various fresh food for each daytime, as well as very many service personnel of the s'elections moscow.

Should it become too tight at the stands than is set in the distance rule, there will be offered extra spaces at short notice. Likewise, there will be **s'elections video spaces** that will allow to exchange online with brand representatives from Europe.

Obligatory online registration for trade visitors will become the condition for arrangement of visitor management, invitations and guaranteed meetings, as well as the condition for health concept.

The **s'elections moscow 2020** resulted from the situation with the corona virus. It will become possible because international partners who have their experience, courage and competence work together in their belief in the Russian market:

Messe Düsseldorf Moscow, Igedo Company, EMI (Ente Moda Italia), Fédération Française du Prêt à Porter Feminin, ITKIB (Istanbul Textile and Apparel Exporter Associations), Fashion Consulting Group (Moscow), World Fashion Channel (Russia).

The **s'elections moscow 2020** expects to welcome up to 300 brands. The visitors will be expected depending on the regulations for corona virus that will be announced by Moscow authorities in September, use of the long opening hours through invitations of the brands, as well as CPM visitors potential.

The **s'elections moscow 2020** targets at trade visitors from Moscow, Central Russia, i.e. all Russia. Clothing for men and women as well as body & beach wear are to be presented.

Detailed information will be announced on the website www.selections.moscow shortly before the **s'elections moscow 2020** takes place.

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