

The first day for “s’elections moscow 2020”: summary

The new international business platform for the fashion industry, “s’elections moscow 2020”, with a gallery of show rooms for fashion brands presenting their collections for spring/summer 2021 made its successful start on the premise of New Fashion Hall Main Stage in Moscow on September 16th.

The new fashion project “s’elections moscow 2020” was launched by OOO “Messe Duesseldorf Moscow” in partnership with IGEDO Company who are the founders and organizers of CPM – Collection Premiere Moscow, the largest East European international fashion fair.

Among the participants of “s’elections moscow 2020” you can find CPM’s regular exhibitors that represent Italy, Germany, France, Turkey, Russia and other countries, as well as companies that introduce their collections to buyers in a b2b show room format for the first time. 1470 buyers and journalists of Russia’s leading business media for the fashion industry visited the event on its first day.

The participants and the guests not only demonstrated a high level of business activity, but also proved the real necessity and effectiveness of live communication, which all market players were missing so much during the last six months.

Mr. Thomas Stenzel, General Manager of OOO “Messe Duesseldorf Moscow”: ‘We have managed to organize a platform that is now unique and that allows to establish a live and effective contact between fashion clothes and accessories manufacturers and their buyers. We are sure of the high potential of the Russian market, and wish everyone a lot of success in their business!’

The business program also started as part of “s’elections moscow 2020”. The first day’s session was organized by the project’s strategic partner, Fashion Consulting Group. The session started with a welcome speech from Mr. Thomas Stenzel, General Manager of OOO “Messe Duesseldorf Moscow”. Anush Gasparyan, Commercial Director of Fashion Consulting Group, noted in the first session that the current market difficulties would mainly have an impact on the decrease in consumer activity for 2020 from 25% to 40% depending on the development of the epidemiologic situation. However, e-commerce fashion market players like Wildberries, Lamoda and Bonprix gained a strong advantage; moreover, up to 50% of their sales were made for goods produced by Russian manufacturers. The guests showed the highest interest in the performance by Karina Diveyeva, SMM-specialist at Fashion Consulting Group, which was dedicated to fashion brands activities in social networks with an emphasis on the key trends and communication on Instagram and Tik-Tok platforms. All events of the business program are available for watching live on the official websites of YouTube, Facebook and the project’s webpage.

The show room gallery “s’elections moscow 2020” is open for visiting on **September 16-18th from 10:00 until 20:00, and on September 19th – from 10:00 until 18:00**. In order to ensure health safety for the event’s participants and guests, the layout of the show rooms gallery on the premise of New Fashion Hall **Main Stage** complies with all new norms and standards that are recommended by “Rospotrebnadzor”, Russian Federal Service for the Oversight of Consumer Protection and Welfare. For the visitors’ convenience, there run shuttle buses to the New Fashion Hall **Main Stage** from the nearest Moscow metro stations “Dubrovka” and “Volgogradsky prospect”, as well as from “Ugreshskaya” station of Moscow Central Circle.

It has become even more convenient to follow the latest news for the “s’elections moscow 2020” project on your smart phone: through the social media of Telegram, Facebook, Instagram and VK.

More detailed information is available on our websites selections.moscow and cpm-moscow.com

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