

CBMETM

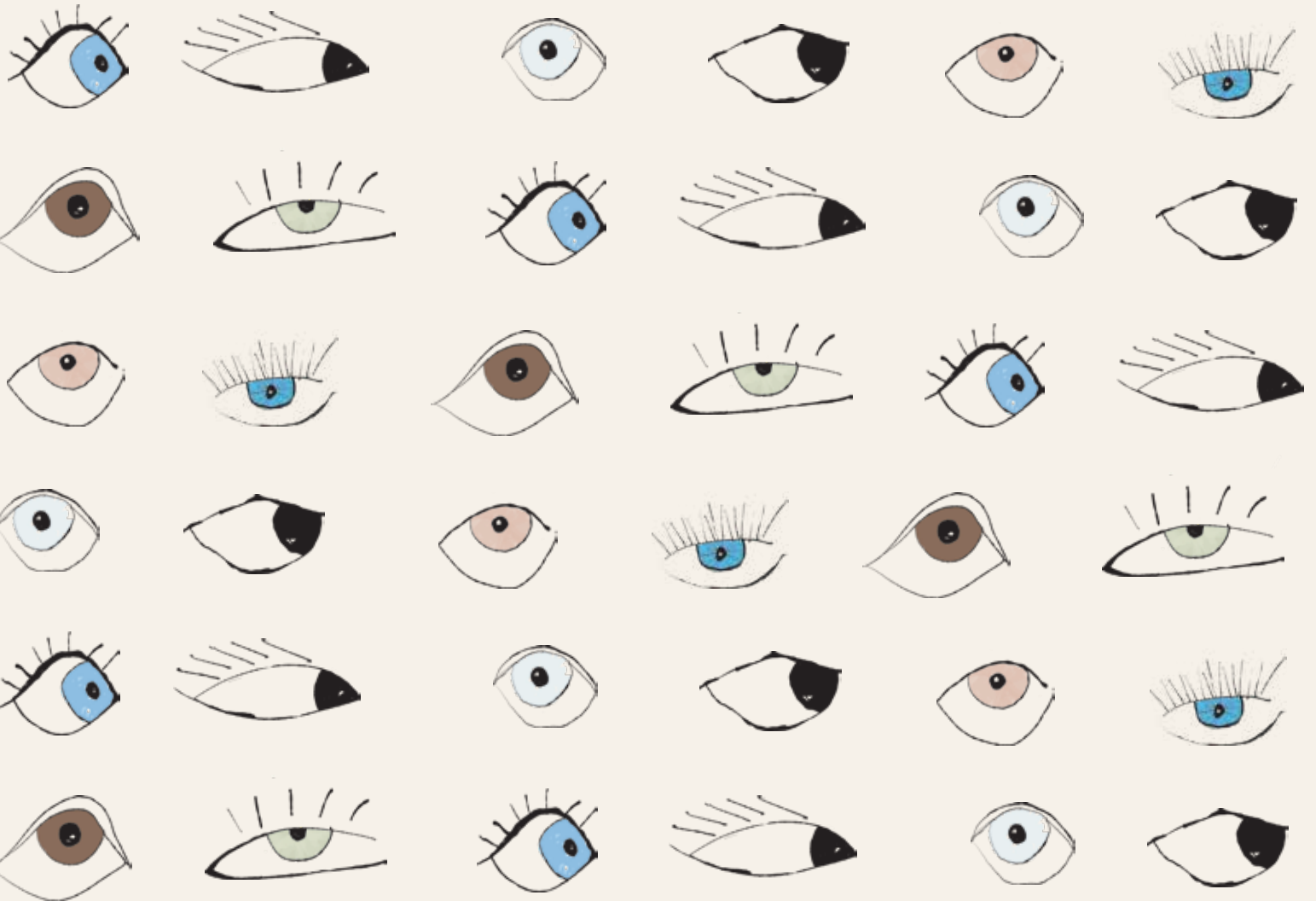
CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

X

***PIROUETTE**

• collective •





Pirouette Collective @CBME Türkiye

Pirouette created a selection of international brands within a dedicated space.

The Pirouette Collective is a curated space bringing together top international kids' fashion & lifestyle brands ready to meet CBME Türkiye visitors from Türkiye, CIS, Balkans, North Africa, and the Middle East at what is the largest and longest running international baby and children's products fair in the region.

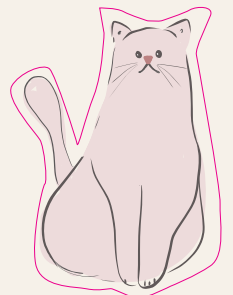
The First Pirouette Collective: 3-6 December 2025

MOLO The leading independent brand from Denmark has presented its FW26 collection, marking the first stop of the wholesale selling season where buyers can view and place orders.

STICKY LEMON The playful bags and accessories brand from the Netherlands, unveiled its new collection for the first time to the wholesale market.

GOLDIE + ACE hailing from Australia, showcased a fresh collection with denim and new swimwear.

PAADE MODE from Latvia highlighted its exceptional craftsmanship and ability to produce beautifully designed, exclusive collections perfect for stylish multi brand stores.

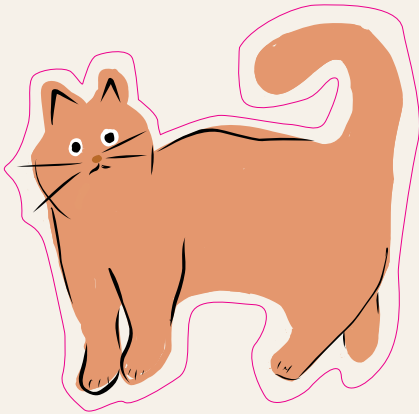


HOW WAS THEIR EXPERIENCE?

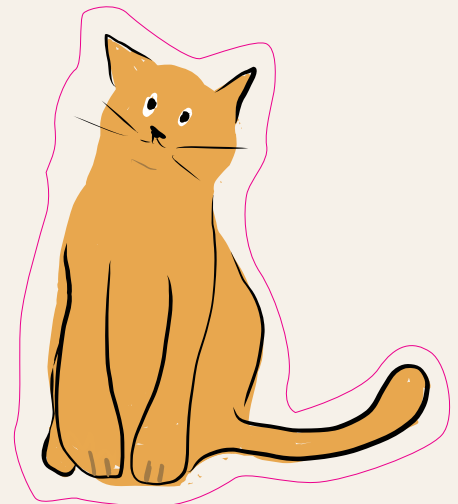
Molo's First CBME Türkiye: Discovering Unimagined New Markets:



Sticky Lemon's Joyful First CBME Türkiye Experience



Paade Mode at CBME Türkiye: Orders and Global Buyers from Day One



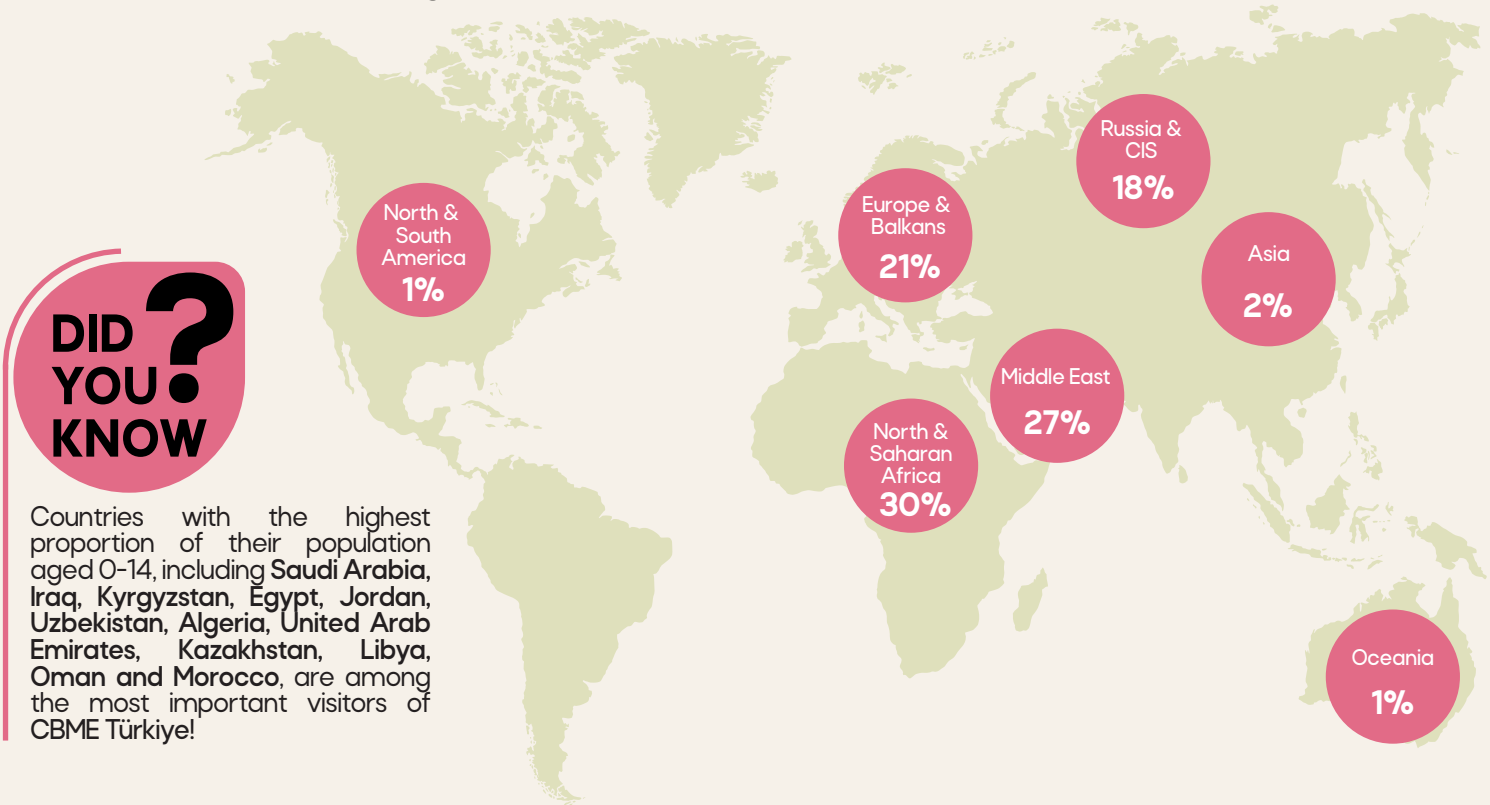


VISITOR FIGURES

Professionals in the global baby and kids' products industry are showing a growing interest in CBME Türkiye every year. CBME Türkiye 2025 hosted **thousands of industry professionals** from **108 countries**. Visitor density has increased by **31%** compared to the previous year.



Breakdown by region



TOP 20 Visitor Countries

- | | |
|--------------------|----------------------|
| Libya | Morocco |
| Algeria | Jordan |
| Russian Federation | Ukraine |
| Greece | Uzbekistan |
| Palestine | Serbia |
| Lebanon | United Arab Emirates |
| Saudi Arabia | Kosovo |
| Kazakhstan | Kyrgyzstan |
| Iraq | Azerbaijan |
| Iran | Bulgaria |

WHO ATTENDED?



EXHIBITOR FIGURES

203

Exhibiting
Companies

500+

Exhibiting
Brands

14

Countries

30,000

SQM Exhibition
Area

14 Exhibiting
Countries

AUSTRALIA, CHINA, EGYPT, FRANCE, LATVIA, THE NETHERLANDS,
POLAND, PORTUGAL, SINGAPORE, SPAIN, SWEDEN, TÜRKİYE,
THE UNITED KINGDOM, THE UNITED STATES

EXHIBITOR PRODUCT GROUPS



NEWBORN & BABY FASHION



CARRIAGES & SAFETY
PRODUCTS



CHILDREN & TEENAGE
FASHION



FURNITURE & HOME TEXTILE



EVENING & CEREMONY
FASHION



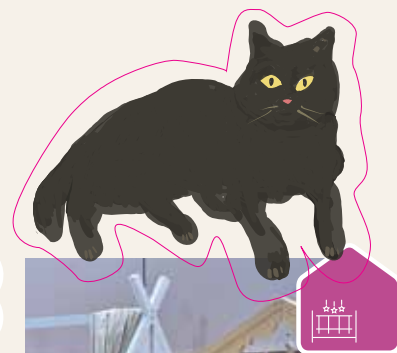
SHOES & LIFESTYLE



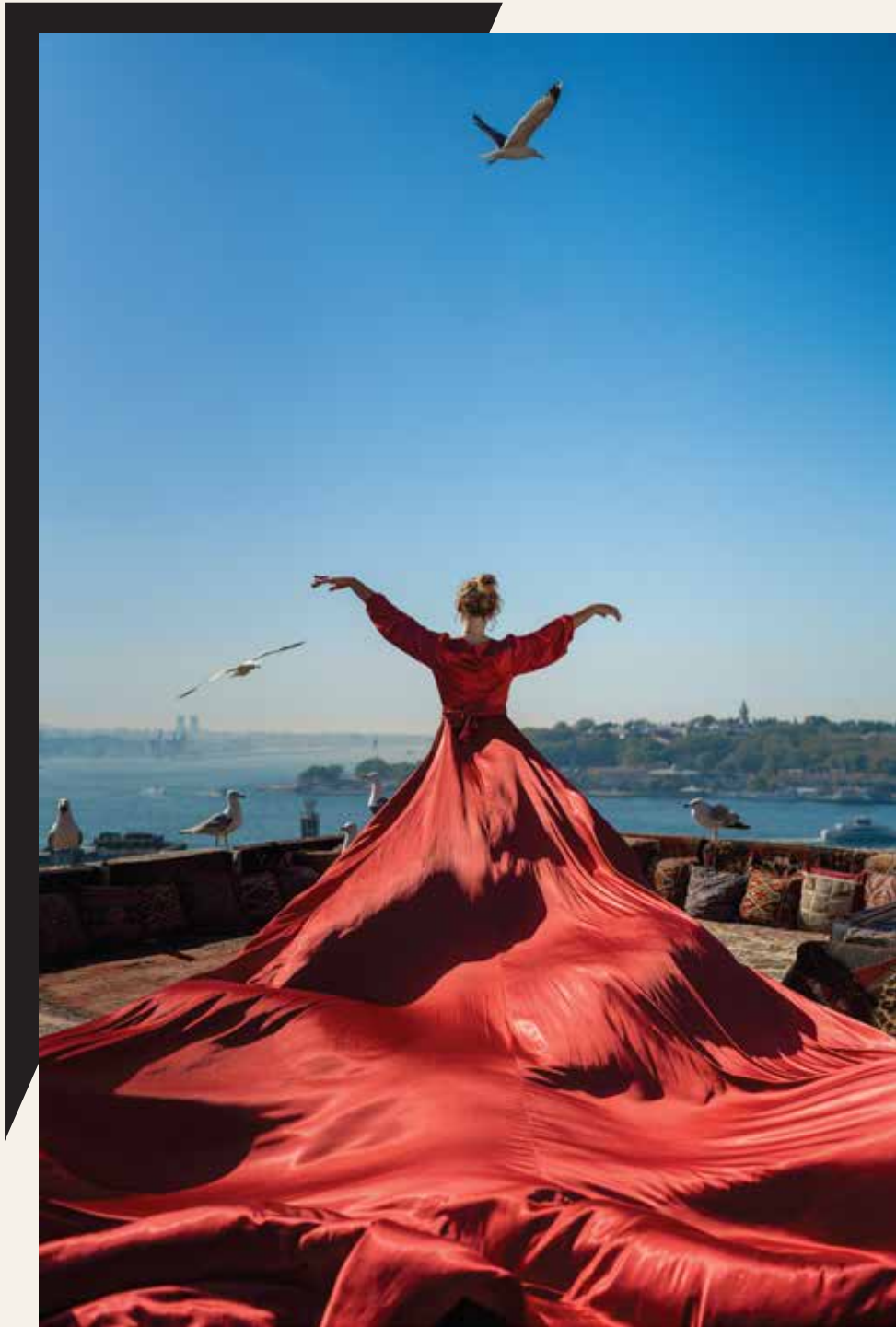
FEEDING & CARE PRODUCTS



TOYS & BIKES



PIROUETTE COLLECTIVE ON SOCIAL MEDIA



Campaign Snapshot

2.48M Views

1.82M Reach

5,610 Likes | 88 Comments | 123 Saves



A high-performing content series delivering strong reach and consistent engagement across multiple reels, with clear indicators of organic traction.