MOSCOW FASHION WEEK

WHAT IS FASHION WEEK?

Fashion Week is an major fashion industry event wherein designers and brands display there latest collections of clothes and accessories in runway fashion shows to buyers and media.

BIG 4 -
New York, Paris, Milan, London

Emerging fashion destinations -
Moscow, Sao Paolo, Sidney, Beijing

New York Paris Milan London
Moscow Sao Paolo Sidney Beijing

WHAT IS FASHION WEEK?

Today customers don't want to buy just a product – they want to buy a story, a life-style, emotions. They want to be surprised and inspired and be a part of something bigger.

Fashion Week is a effective tool to build a brand strategy through implementing emotional marketing

BACKGROUND OF MOSCOW FASHION WEEK

Sonia Rykiel

Roberto Cavalli

Thierry Mugler

Viviene Westwood

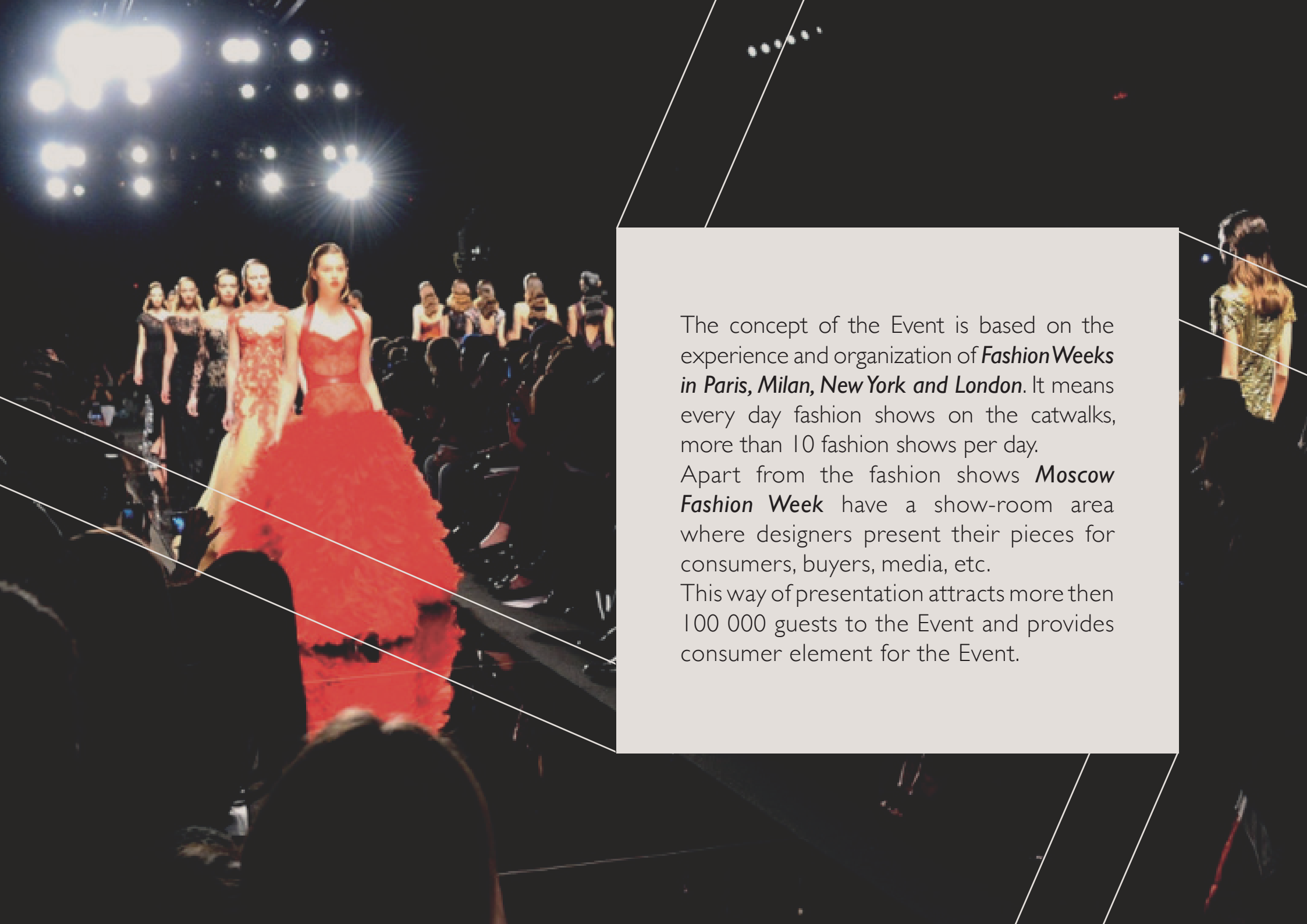
The First ***Fashion Week in Moscow*** took place in 1994 under support of Moscow Government. It was considered to be the start of fashion industry in Russia.

During 10 year all world top designers showed haute couture collections together with young russian designers: ***Valentin Yudashkin, Slava Zaitsev, Versace, Roberto Cavalli, Costume National, Antonio Berardi, Fendi, Viviene Westwood, JulienMacdonald, Emanuel Ungaro, Alessandro Dell'Acqua, Paco Rabanne, Sonia Rykiel, Thierry Mugler, Nina Ricci, Missoni, Krizia, Byblos, Trussardi, Lanvin, Emilio Pucci, Pierre Balmain, etc.***

DonatellaVersace

Paco Rabanne

FROM 1994



The concept of the Event is based on the experience and organization of ***Fashion Weeks in Paris, Milan, New York and London***. It means every day fashion shows on the catwalks, more than 10 fashion shows per day.

Apart from the fashion shows ***Moscow Fashion Week*** have a show-room area where designers present their pieces for consumers, buyers, media, etc.

This way of presentation attracts more then 100 000 guests to the Event and provides consumer element for the Event.

GOVERNMENT SUPPORT

Moscow Fashion Week is supported by: Moscow Government, Ministry for Trade and Industry of Russia, Chamber of Commerce of Russia, Ministry of Culture.

VENUE

Moscow Fashion Week is held in Gostiny Dvor, one of the most prestige exposition center in Moscow. Gostiny Dvor is an antique architectural masterpiece located in just a hundred meters from the Kremlin.

Built in the 18th century, it has been totally altered inside providing the highest level of services and facilities that are seen as vital for arranging exhibitions and various events.

VENUE

The venue of ***Moscow Fashion Week*** is a lifestyle area with restaurants ,bars, media center, designers showrooms, which attract fashion crowd, celebrities and media.

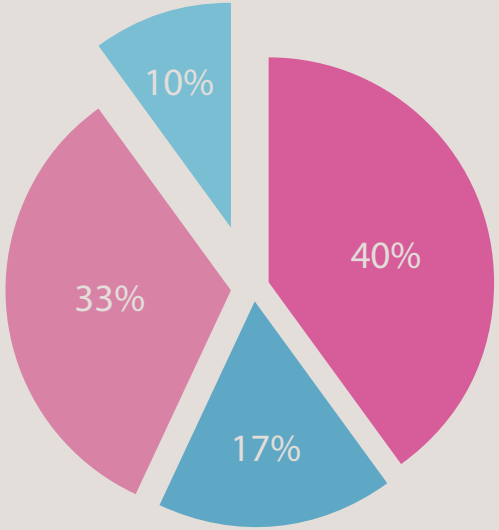
USP

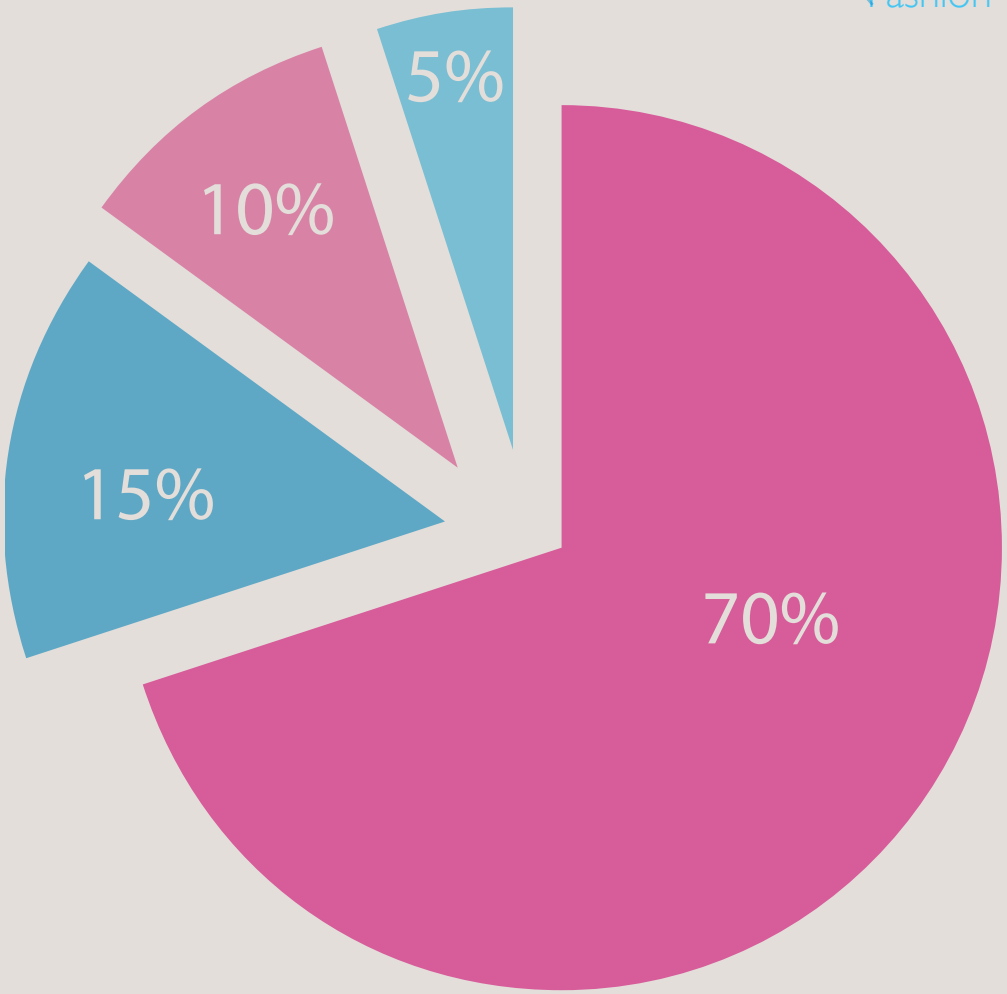
- The most ambitious fashion event in Russia – more than 100 000 visitors per week (60% — women, 40% — men)
- High percentage of «opinion leaders» in matters of style and fashion (designers, stylists, fashion-editors etc.)
- Wide media coverage – more than 900 accredited journalists
- More than 60 fashion shows of Russian and foreign designers per week
- One of the most prestigious mass events in fashion industry in Russia

AUDIENCE

BY OCCUPATION:

Top management,
Government officials
Entertainment & show biz
Fashion-industry players press





BY PLACE:

Moscow
Russia (regions)
CIS countries
USA & Europe press

MEDIA SUPPORT

FORMATS OF PARTICIPATION

- Sponsorship of ***Moscow Fashion Week***
- Fashion show on the Runway with a slot in the schedule
- Fashion Show in the street fashion area with a slot in the schedule
- Organization of businness conference, vip cocktail for press and clients
- PR and guest management
- Presenting collection in th pop-up store

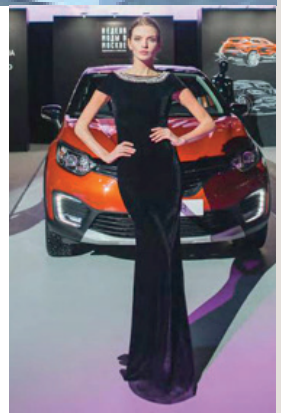
STREET FASHION AREA

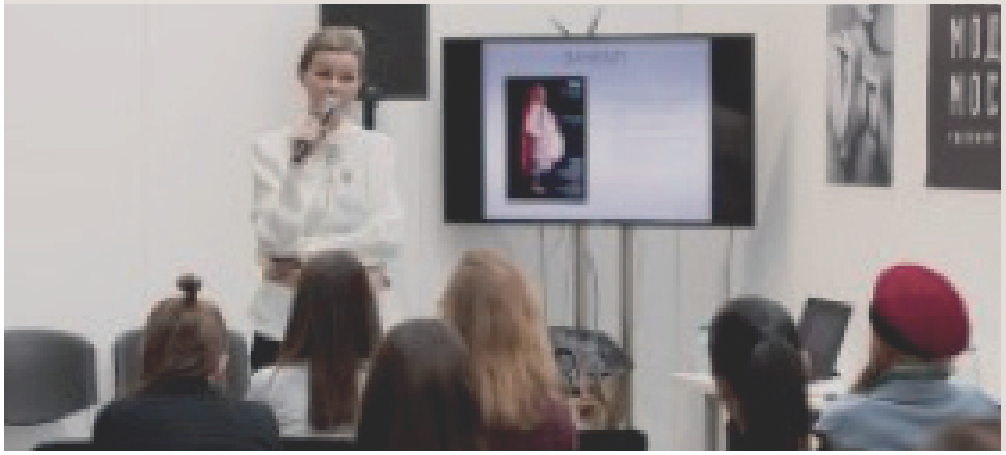
Sreet fashion area is a special area for trendy designers and public talks with famous bloggers and opinion leaders

POP-UP STORE AREA

UNIQUE FASHION SHOWS

SPONSORSHIP ACTIVITIES





MFW - IS A PLATFORM FOR NET-WORKING AND MAKING STRATEGIC COLLABS

NETWORKING

There are numerous business opportunities inside MFW in both b2b and b2c segments.

During MFW there is educational and business program for industry players organized by Higher School of Economics.

A separate agenda can be organized covering special issues upon request of companies to settle mutual awarding partnership

EXPERIENCE/ POLISH FASHION DAY IN 2018

EXPERIENCE/ POLISH FASHION DAY IN 2018

Polish days during *MFW* included Fashion shows in Street Fashion area of Dorota Goldpoint and Oh Zuza, cocktail for media and partners, and integration into exhibition area where were displayed polish brands

CELEBRITIES

PARTNERS

Moscow Fashion Week is an effective platform for brands integration and activation. *MFW* implemented marketing strategies based on fashion & lifestyle for many brands.

THANK YOU!
НЕДЕЛЯ
МОДЫ В
МОСКВЕ
СДЕЛАНО В РОССИИ