



01//07 - 05//07
2009

Dubrovnik Fashion Week is a major 5-day fashion event taking place this summer in “the pearl of the Adriatic”, city of Dubrovnik in southern Croatia.

This truly stunning fortified city is a UNESCO listed heritage site and one of the most prominent tourist destinations in the world. It hosts the internationally renowned Dubrovnik Summer Festival of classical music and theatre. It also serves as a backdrop to a host of other events such as the annual Julian Rachlin and Friends concerts and numerous dance and arts events.

Dubrovnik Fashion Week aims to instigate and strengthen relationships as well as improve collaborations between, both young and well established designers, from Croatia and the global fashion industry.

This year we are proud to present the city of Dubrovnik hosting a fashion event of international impact, which we hope will not only establish firmly in the town’s annual calendar of events, but also in the international fashion calendar.

We are pleased to be working in partnership with the Croatian Ministry of Tourism and Dubrovnik City Council to develop Dubrovnik Fashion Week's profile, utilising the architecturally fascinating spaces to make the venue our new home.

THE EVENT // This is a novel and unique collaboration of fashion, art and entertainment for this region. It has a huge potential for showcasing work of some of the most acclaimed, as well as a number of up and coming artists and designers.

This event will focus on the highest level of artistic excellence within the current fashion and event scene in Europe.

This season's Dubrovnik Fashion Week will present an exciting portfolio of events:

- Couture and luxury fashion shows
- Contemporary art exhibitions
- Presentations of Croatia's best travel destinations, holiday resorts, luxury lifestyle products and services
- Networking parties, VIP dinners and world-class entertainment
- A unique opportunity for luxury branding to an affluent audience



LOCATION // The event will take place in the open air against a backdrop of perfectly preserved Renaissance and Baroque churches, squares, palaces and fountains.

A lavish purpose-built catwalk will be set on the famed central piazza within the historic walls of the Dubrovnik Old Town to host a series of fashion shows. The main areas will be open to general public in the early evenings on each day of the event. This will offer visitors a unique opportunity to enjoy a series of world-class events presenting work by top couture, luxury fashions and accessory designers.

This location is within easy walking distance from all the major hotels and 15 km from the Dubrovnik Airport. Maps will be provided to all who attend and clear signs will be posted on all roads to the Old Town.

Tickets, event programmes and other promotional material are available from our official website:

www.dubrovnikfashionweek.com

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ORGANISERS // This event is a brainchild of a group of professionals who have all been active on the local and international fashion scene for many years and have teamed up to organise this very special event.

PROGRAMME // In order to have variety and promote originality, a diverse programme will be offered on each day. A lot of effort has gone into achieving a perfect balance and creating a versatile look and feel of the whole event. The main podium / catwalk will introduce selected designers and their collections. We are aiming to showcase as many of the top international and local names as possible within our event time-schedule.

The entertainment programme in city clubs, hotels and terraces will let the guests enjoy beautiful ambience and experience a number of diverse music performances, from classical concerts to sounds of DJs selected especially for Dubrovnik Fashion Week.

AUDIENCE // We welcome all fashion professionals as well as people who are simply passionate about fashion and want to be a part of this unique experience.

Our advertising strategy is designed not only to focus on Croatia and South-Eastern Europe but also to encompass as much of the international fashion and art scenes as possible. In this way we hope to attract people from many different countries and make this truly international event.

NUMBERS // We are expecting around 300 VIP guests and 3000 visitors at the event.

SOUND SYSTEM, LIGHTING AND FACILITIES // The organisers are committed to providing the best possible décor, sound, visuals and lights for this event. The budgeting and planning for this project included careful selection of top professional companies capable of creating a production and providing facilities of the highest European standards. We aim to create a show that will be remembered as a great experience.

SPONSORS // We are aiming to attract partners and sponsor companies working in industries such as luxury property and real estate, hospitality and travel, banking and investments, money management and insurance, arts and antiques, consumer luxury brands, public relations, advertising and major charities.

A wide range of packages is available; from display space and sponsoring a designer fashion show to multimedia presentations, awards and title sponsorships.

On-site Display Space at these upmarket fashion events is also available.

Sponsors will benefit from:

- Extensive press coverage
- Prominent name and product placement
- Events Programme advertisements
- Samples distribution
- Inclusion in press releases
- Extensive internet marketing

Buyers, Branding and Marketing Packages:

- Boutique, store and catalogue buyers can source the latest fashions from some of the most creative designers
- Generate extensive PR leverage and branding opportunities
- Increase global brand awareness with a powerful trend setting audience
- Promote a brand's products and create lasting appeal
- Create a strong consumer base
- Build strong relationships with positive brand image

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City of Dubrovnik



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