

FASHION DAY

— • PRINTEMPS-ÉTÉ • —

21st & 22nd MARCH 2017

Organised by :



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More informations
www.fashiondaylille.com

WWW.FASHIONDAYLILLE.COM



A UNIQUE EVENT WITH A STRONG AMBITION : MAKE THE FASHION DAYS THE INESCAPABLE MEETING FOR ALL EUROPEAN FASHION DESIGNERS !

Historically, the region is the cradle of the textile industry with the lace and embroidery producers (some of which is used by famous luxury brands). For more than a century, the region "Hauts de France" has been attracting the best fashion designers to create fabrics and achieve a unique know-how for several generations.

More than 1250 people gathered during the 1st edition of **Fashion Day** last April 19 at the Filature Hall. This attendance level, together with the presence of such brands as **Gérard Darel, Liu Jo, le MAD...** gave the event a major boost : it instantly became the unmissable fashion appointment North of Paris. Only 1 hour from **Paris**, 30min from **Brussels** and 1h20 from **London**, Lille claims to be one of the most European metropolis.



The 2nd edition will put the focus on European creators. The national and European fashion players will come and meet the next generation creators and, above all, their innovations. This event will take place in two stages : first a large fashion show; second a showroom presentation with planned professional meetings.



PRESENTATION OF THE EUROPEAN FASHION DESIGNER AWARD

The best European Designer of the Season will be awarded on this occasion, by a jury composed of professionals. The winner will be promoted through a distribution network and supported by our partners.

PROGRAM OF THE FASHION DAYS

21TH OF MARCH 7.00 PM INDEPEDANT STORES FASHION SHOW

The fashion show of the independent shops. Many top brands from the region will present their new collection to the public at large. After the event, all guests, shops and partners will gather on ephemeral retail spaces in a friendly environment.

- Unique access only on invitation
- Fashion show
- Retail areas and pop-up stores
- Special meetings with the event partners
- Dinner cocktail

AN INCOMPARABLE EVENT FOR FASHION DESIGNERS, AND FOR KEY EUROPEAN AND FRENCH FASHION

- Plenty of networking opportunities between the European stakeholders and the French regional textile producers (lace, embroidery, linen «made in France»...)
- Networking with the European designers, creators, producers and the fashion institutions from several countries: Italy, France, UK ...
- Connection with the fashion networks
- Access a customized appointments schedule with the fashion designers who participate to the event
- One free hotel night with free access to the fashion days
- Follow-up ensured by CCI international

22TH OF MARCH 10 :00 AM EUROPEAN DESIGNERS FASHION SHOW

Europeans and national Fashion designers show in cooperation with CCI international. The fashion days 2017 welcome European fashion designers and fashion professionals. Exceptional fashion show open to the general public, the first such event in the north of Paris

- Free Entrance
- Fashion show of best new fashion designers
- Retail areas/ pop up stores
- Privileged meeting with the fashion designers
- Brunch Coktail

