

# FASHION DAY

— • PRINTEMPS-ÉTÉ • —

21<sup>st</sup> & 22<sup>nd</sup> MARCH 2017

Une organisation :



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Pour plus d'informations connectez-vous sur  
[www.fashiondaylille.fr](http://www.fashiondaylille.fr)

[WWW.FASHIONDAYLILLE.COM](http://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.



## AN INCOMPARABLE EVENT WITH KEY EUROPEAN AND FRENCH FASHION PLAYERS WITH MANY ADVANTAGES :

- Connection B to B with the key European and French fashion players. Customized Meeting Bto B
- Follow-up ensured by CCI international for your international development
- To receive the product/market reporting and the contacts list who participate to the event
- Networking with the European designers, creators, producers
- To Boost your fame and you visibility with the fashion professionals.
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- To receive the follow up during and after the event with personal interviews
- Live consumers feedback on the product offer
- Networking with the European designers, creators, producers and the fashion institutions from several countries: Italy, France, UK ....
- Connection with the fashion networks



## IMPORTANT VISIBILITY

- Urban visibility 4x3 and 2m<sup>2</sup>
- Presse articles : weekly, Local, régional, specialized press
- Local radios
- Emailing campaign (Data base : Fashion Day 2016)
- Web site
- Press relation and social networks
- Free entrance to the public

## 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.