

TMODA

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# TORINO FASHION WEEK

**EX BORSA VALORI**

Via S. Francesco da Paola, 28\_  
Torino

27 th june\_ 3 rd july 2019

Supported by

**VOGUE TALENTS**



Turin and Fashion. A firmly relation, historically and traditionally. It's a matter of fact that the textile manufacturing tradition of our city already has an international wide appeal.

Especially from 1800 to 1900, when Turin was a bustling city, full of intellectuals and artists and it was the capital of Italian fashion, second only to Paris. The city reached its peak of splendor in 1911 hosting the main fashion exhibition, which was an international event. This event introduced the Italian market to an high quality mass production.

The manufacturing market continued to grow in the early 50s, when our city hosted GFT company, the manufacturing colossus of the highest Italian fashion brands. Nowadays, local brands and companies are still recognized worldwide.

The first edition of the *Turin Fashion Week* took place in 2016.

The event determined a *new model* of fashion week including *innovative concepts of development* for emerging companies interested in international connections.

In only three editions the event obtained a worldwide acclaim that is destined to a massively growth in the near future.

**TORINO**  
**FASHION**  
**WEEK**  
#1

**TFW**  
TORINO FASHION WEEK

**TORINO**  
**FASHION**  
**WEEK**



## FACTSHEETS Torino Fashion Week 2k16\_17\_18

Organized by TModa

- 13\_ main Partner
- 37\_ technical Partner
- 12\_ Institutional partner
- 5\_ International Collaboration
- 222\_ emerging stylists from all over the world on catwalk
- 29\_ side events within the TFW
- 620\_ web articles
- 132\_ paper articles
- 62\_ videos
- 24.000\_ tickets request
- 10.000\_ reserved seats

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## FACTSHEETS Torino FashionMatch\_ B2B 2k16\_17\_18

Organized by Unioncamere Piemonte in collaboration with the Enterprise Europe Network

- 6\_ international relationships
- 501\_ registrations received
- 441\_ participants to the b2b
- 6\_ buyers
- 36\_ countries involved
- 1095\_ meetings realized
- 350\_ international meetings



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<https://www.vogue.it>

## In collaboration with VOGUE Talents

- \_ TFW 2019 communication plan through Vogue Talents tools (Web/press/ social Networks) from February till September 2019
- \_ Advertorial page on Vogue Talents (February and September editions) related to the whole TFW 2019 edition
- \_ Vogue Talents team will attend the fashion shows, every day
- \_ Vogue Talents will select 3 fashion designers during the event and will provide them with a prize

In 2019 "Vogue Talents" will celebrate 10 years of activity, this means that it is ready to enjoy and to spread an important media communication.



<https://www.ilpalazzodellaluce.com>

## World Fashion Exhibition \_from 17/6 to 4/7 \_

A specially-made Fashion dresses Exhibition will be organized at the extraordinary *Palace of Light* in the center of Turin.

The exhibition will be dedicated to the designers who will perform during the Turin Fashion Week 2019. Each designer can select 1 dress from his collection for the Exhibition.

Indeed, the Palace of Light will host, during the TFW, the b2b Torino Fashion Match 2019 organized by Unioncamere Piemonte as member of the Enterprise Europe Network that provide support to smes in terms of innovation and internationalization.

Homage to the splendour of the Belle Epoque and to the seductions of the past, the Palace of Light occupies an entire block with its imposing, yet discreet structure.

Defined by the Turin "The Little Madame" is inspired by the majestic and scenic façade of the Palazzo Madama in Piazza Castello, interpreting beautifully the eclectic style in vogue at the beginning of '900.

## SPIN To Press Office Torino Fashion Week

\_ Press office means dissemination of content and news. Your brand lives on conversations and Spin-to helps you find the right audience to turn to.

\_ Media Relations is the tool that allows you to increase visibility, reach and speak to your target audience and transform messages and news into valuable content.

\_ Dealing with the world of information to give the customer the right visibility requires first and foremost a thorough knowledge of the functioning of the heads, their organization, their periodicity, their readers.

\_ Secondly, it is essential to be able to identify the most important issues in the field of the activity carried out by the customer, to better enhance them and to convey them in the correct way and on the basis of an action plan planned upstream and shared, in constant respect Of the autonomy of the information organs.

\_ All this is an integral part of the Spin-to skills, which can boast press office experiences at local, national and international level.



## Eataly Food Tour for Turin Fashion Week

Participants are invited to attend the inspiring experience of the *Eataly Food Tour* with a dedicated bus that will lead you to discover the deliciousness of Turin.

Straight to Eataly Lingotto, where the famous Opificio della Carpano company was located, the tour will guide you among the departments, the restaurants, the innovative laboratories and the museum dedicated to the vermouth and its inventor.

Including, you will have the chance to taste the amazing culinary excellences of Piedmont and of our beautiful country.

The tour will end by testing the sweetness of our local chocolate pralines!



# TORINO FASHION WEEK

*Fashion reflects the culture of a country, it's the symbol of his style\_*

*Thanks for the attention*

**Claudio Azzolini**  
CEO Torino Fashion Week  
Tmoda President

**TMODA**