

TORINO FASHION WEEK

RINASCENTE

Via Luigi Lagrange 15_ Torino

3 ottobre_ 9 ottobre 20*20*

TMODA

DIGITAL



Torino Fashion Week is an international, independent and innovative format addressed to young fashion designers, brands and fashion small and medium enterprises.

Every year international brands from all over the world take part into this huge event that combines 7 days of international catwalks shows, talks and workshops with international speakers, an exhibition area and 1 international brokerage event among companies buyers and experts of the fashion system .

This event is promoted worldwide thanks to the collaboration with the Enterprise Europe Network (EEN), the most important european network, co-financed by the European Commission, that supports small and medium enterprises to grow and to innovate internationally providing services related to innovation and internationalization, such as the partner search process.

The wide and so huge appeal that the event achieved in 4 years consolidated the strength of the format and the development of an increasing interest from all over the world!

This is the new generation of fashion show dedicated to emergents, to the small and medium enterprises, to all the new brands who wish to be noted, who are sustainable oriented and who give more attention to the real quality and contents rather than to ornaments.

This is the event where to be, the event that wish to help companies and entrepreneurs to grow and to create international and business connections.

We are surely the future on this matter, we are proud the be different from other fashion events, from the already known fashion weeks.

We wish mostly to give voice to all the talented designers and companies from all over the world collecting them into a unique place within an amazing week full of inspiring contents and contacts!

Our aim is to scout in every single part of the world the emergents who really wish to be noted!

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



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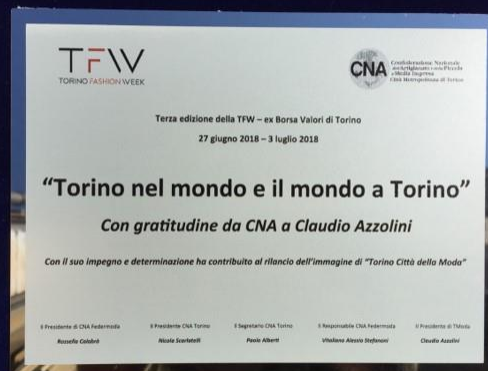
TORINO
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AWARDS TORINO FASHION WEEK by CNA FEDERMODA

2017

2018

2019



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The annual meeting of the Enterprise Europe Network annually hosts the Awards Ceremony dedicated to the best practices of the year carried out among all members of the network (over 600 contact points worldwide).

For the Sector Groups session, our Textile and Fashion group was on the list among the 3 finalists and we were awarded as Best Practice 2019!

It consists in having created the Fashion Match format within the Sector Group Textile which includes 2 events (b2b) entered twice a year at two different events: Modefabriek Fair Amsterdam _ in January and Turin Fashion Week in June.



The award was given to us directly by the EEN network, the EASME (European Agency for Small and Medium Enterprises) and obviously by the European Commission!

The Sector Group Textile and Fashion best practice is as follows: FashionMatch the next generation of brokerage event.

The format was very appreciated by the EASME and the EU Commission because it creates greater visibility, a structured communication for both activities, greater synergy between the members and the bodies involved in two affiliated activities and above all loyalty on the part of the companies. Within the EEN network it is a very prestigious recognition!

Awards : www.youtube.com/watch?v=iYwyGrid9ak

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TORINO FASHION WEEK DIGITAL

TFW 2020 presentation as an innovative and a new digital project _ Turin location Rinascente store

TFW APP presentation

4 days of virtual b2b and fashion talks

E-commerce platform _Fashion Designers

Dedicated Services

B2B registration from the dedicated platform and personalized agenda with scheduled meetings _ 4 days

CATWALK in live streaming, visible on the Torino Fashion Week APP.

For the Video productions will be used digital cameras "Sony FS5" with sensor Super35 (cinema sensor) and park optical "Sony G Series and Sigma Ar."

We will perform Direct Streaming of the Fashion Shows + Stylists Interviews to create more dynamism, through one of our platforms from which it will be possible to work in streaming both on the TFW site and on fb.

So we will have:

Live evening (fashion show + 2min designer's interview)

Video Day (backstage + catwalk)

Custom Videos

TORINO FASHION WEEK APP

TORINO FASHION WEEK



TORINO FASHION MATCH

Section Torino Fashion Week

Who we are

_ Our history

_ TFW 1, 2, 3, 4

Streaming Live Catwalk

Calendar 2020

E Commerce

Servizi

Partners

Contact us

Section Torino Fashion Match

Who we are

Torino Fashion Week

B2B

B2B Participants

Marketplace

Talks

Agenda

Quotes from past edition

Register now

What change:

1. Turin Fashion Week: fashion shows in live streaming, visible on the APP
2. APP TMODA: The TMODA App will be released to give you the opportunity to watch the fashion shows, to listen to the webinars, access the e-commerce service dedicated to the TFW brands and to go directly to the b2b platform Torino Fashion Match
3. Torino Fashion Match (b2b): all the meetings will be realized in virtual modality. You will access to your profile's page from where you will visualize your personal Agenda related to your scheduled meetings. You would just need to connect to the platform at the scheduled time and communicate with the potential customer / business partner selected. From the comfort of your own home or work station, you can access the platform without further connections or video conferencing tools and carry out pre-arranged meetings.

Unioncamere Piemonte, as partner of the Enterprise Europe Network is in charge for the management of the b2b Torino Fashion match platform and will also organize webinars- *Fashion Talks*- dedicated to SMEs, start-ups and entrepreneurs in the textile / fashion sector. The webinars will focus on different topics every day and will see the participation of international experts on sustainability, fashion technology, marketing, IPR, management and European tools to support SMEs. B2B and webinars: 4 days of activities

The future of fashion shows has changed.

Everything around us has changed.

And like many more things, also the textile and fashion sector will become even more digital.

The innovative vision has always been the main soul of the Turin Fashion Week which immediately wished to take distance from the traditional methods of conceiving the fashion shows.

But today innovation became even more an imperative for everyone.

Stylists as well are finally realizing that the rhythm of the past related to the need of more productions, already unsustainable, now it's almost embarrassing.

You cannot rush to produce more and faster.

The pandemic that swept us away, taking away many things, perhaps, gave us back the sense of time and of the really important things, and a greater attention to the quality of what really matters.

Even in our Job.

For the sector that competes with us, digital solutions are intensifying and becoming the only way to preserve the "spectacular" side of the fashion shows that in any case will not disappear forever but will give space to new formats that will come up beside the "old" ones.

The Covid-19 marked the moment of metamorphosis in the fashion system. The traditional and old system of the fashion week was based, actually, only on parameters that can no longer be applied and imposed in such a massive way.

In this context, the Format Torino Fashion Week consistently follows its primordial ideas and adapts to current times.

While hoping to restore part of the show in the future, TFW continues by digitizing the event creating an online platform (APP).

The platform will offer users access to interviews, webinars and digital fashion shows of brands from all over the world.

Consumers will also be able to purchase from existing collections while buyers and retailers will be able to order for the new season.

The business soul of the format will not be missing: the event of international meetings (b2b) Torino Fashion Match organized by Unioncamere Piemonte, within the Enterprise Europe Network and the Sector Group Textile and Fashion, of which the institution is a partner, will be realized in virtual modality.

The Enterprise Europe Network (EEN), created by the European Commission to support entrepreneurial activity and the growth of European companies, in particular SMEs, is divided into around 600 contact points (organized in consortia) in over 50 countries.

In 2019 the b2b Torino Fashion Match has been awarded as *Best Practice* among all the b2b activities carried out within the 17 Sector Groups of the EEN network.

For the Sector Groups session, the Best Practice 2019 was assigned to the Textile and Fashion group, listed among the 3 finalists 2019, with the Format *FashionMatch the next generation of brokerage event*.

The event was selected by the European Commission and its Agency for small and medium-sized enterprises (EASME), which manages the EEN network, for its innovative impact, for the great media visibility it offers to companies and to the network as well as for the networking potential it has by generating international collaborations.

The B2B Torino Fashion Match event therefore becomes virtual but will always be organized through the b2match platform through which the participant can register, can describe their company and can insert a business offer or request profile (thus outlining what to look for and what to offer).

Once registered, the participant can select the counterparties to meet by sending a simple meeting request.

An Agenda with confirmed meetings and timing will be release to each participants before the event.

FACTSHEETS Torino **Fashion** Week 2k**16_17_18_ 19** *by TModa*

- 13_** main Partner
- 49_** technical Partner
- 12_** institutional Partner
- 6_** International Collaboration
- 290_** emerging stylists from all over the world on catwalk
- 1220_** web articles
- 232_** paper articles
- 122_** videos
- 63.000_** tickets request
- 14.000_** reserved seats

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FACTSHEETS Torino **Fashion** Match_ B2B 2k**16_17_18_ 19** *by Unioncamere Piemonte in collaborazione con Enterprise Europe Network*



- 6_** international relationships
- 1131_** registrations received
- 623_** participants to the b2b
- 16_** buyers
- 36_** countries involved
- 2395_** meetings realized
- 950_** international meetings

COLLABORATIONS

Italy _	Unioncamere Piemonte Torino http://www.pie.camcom.it/
Italy _	CCIAA Camera di Commercio di Torino https://www.to.camcom.it/
Italy _	CNA Torino Federmoda https://www.cna-to.it/it/Home/
Italy _	CBI Camer Buyer Italiana https://www.camerabuyer.it/it/
Italy _	Unione Industriale https://www.ui.torino.it/
Italy _	Rinascente www.rinascente.it
Italy _	Associazione Tessile e Salute Biella https://www.tessileesalute.it
Europe _	EEN Enterprise Europe Network https://een.ec.europa.eu/
Europe _	Easme https://ec.europa.eu/easme/en
Europe _	European Commission https://ec.europa.eu/italy/
South Africa _	SEDA http://www.seda.org.za/
South Africa _	Ade Adeyemi Losode https://www.losode.com
UAE _	IFDC Islamic Fashion and Design Council https://www.ifdcouncil.org/
UAE _	Viefashionweek https://www.viefashionweek.com
UAE _	Franka Soeira https://www.markamarie.com
Pakistan _	Pakistan Sustainable Fashion http://psfpk.com
Usa _	FBN Fashion Buyers Network https://fashionbuyersnetwork.com
Usa _	Beverly Hills Modest Fashion Week https://beverlyhills-mfw.com/

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TORINO FASHION WEEK

Fashion reflects the culture of a
country, it's the symbol of his style_

Claudio Azzolini
Founder Torino Fashion Week
TModa srl

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www.torinofashionweek.moda