

ISLAMABAD FASHION WEEK

EVENT PROSPECTUS 2020



Welcome Note

On behalf of the entire team at Islamabad Fashion Week, I would like to take this opportunity to welcome you to the inaugural event which promises to be a plethora of creativity at its best with internationally curated fashion showcases of the region.

IFW is a true showcase and celebration of Pakistan creativity that attracts both national and international engagement and exposure. At a time when all eyes are on the fashion industry, we invite you to utilize this great opportunity to be a part of the IFW family and capitalize on all of the buzz, energy and publicity surrounding the fashion week.

Be a part of this conversation and be the change in the region.

Mr. Rashid Ali
IFW Founder and Managing Director

Philosophy of Islamabad Fashion Week 2020

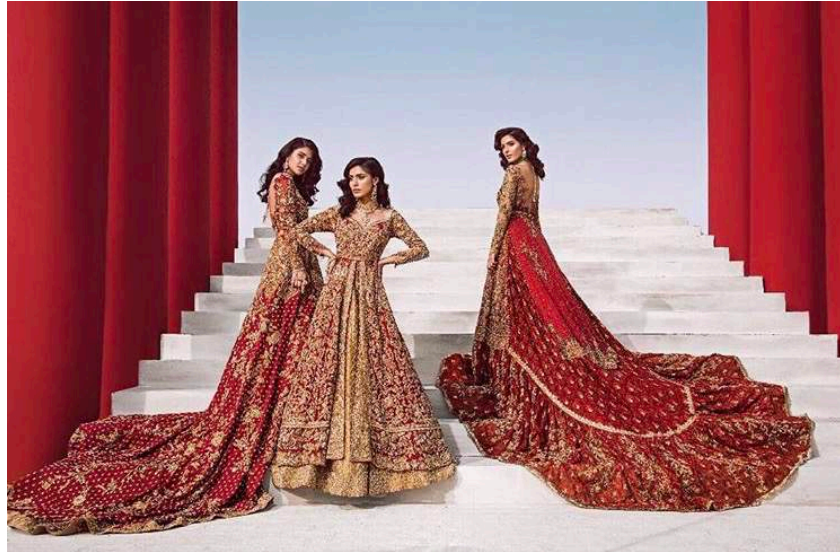
Being the hub in the Asia region, IFW focuses on quality over quantity, year round versatility & wear-ability and longevity. Seasons no longer the relevant driving force. No matter where they are, we offer you a more versatile wardrobe building on core influences that can be worn year round.

Taking on the challenge of working towards a more sustainable, ethically-produced and circular model within the fashion industry, we will be encouraging everyone to evolve from “take, make and dispose model” and to work towards long fashion rather than fast fashion.

The Asian fashion industry is varied and diverse, and we all need to strive for the best possible level of sustainable and ethical business practice that works for each individual business. Pakistan has a steadfast reputation for making high quality clothes in beautiful fabrics, finishing and embellishments.

IFW aims to lead the fashion industry in a conversation on this goal and supports each participants to achieve the best level of sustainability commensurate to resources. This is an exciting step for IFW and we will use this high profile platform to help you share these values and ethics with a wider audience.

Promoting everything beautiful about Pakistan (culture, fashion and art)



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The benefits of IFW

1. An opportunity to explore the abundance of resources available in Pakistan.
2. A platform to re-align/reignite your business models with local producers.
3. Placement in the official IFW schedule.
4. Opportunity to use the IFW logos and its affiliation across your brand's channels.
5. Hyper-link to IFW website and social networks.
6. Label listing and contact details in the official IFW digital directory.
7. PR exposure through our dedicated PR team.
8. Opportunity to create own runway and backstage content.
9. Opportunity to attend IFW model casting.
10. Invitation to attend IFW opening event.
11. Opportunity to network with our partners and sponsors.



International Partnership (for fashion shows and trade exhibits)

1. Pakistan Fashion Design Council
2. Dubai Design and Fashion Council
3. Australia Fashion Council
4. New Zealand Fashion Council
5. Malaysia Fashion Council
6. Indonesia Fashion Council
7. Sri Lanka : designers
8. Spain : designers
9. Russia : designers
10. Vietnam : designers



Partnership with foreign embassies/consulates : Trade Missions



IFW will assist and facilitates trade missions with the selected countries via their respective embassies and consulates to further enhance opportunities to cross-market each country's trades, manufacturing facilities and production capabilities.

Upon arrival, international delegates (media and participants) will immerse in the Pakistan culture ; from art, fashion, music and cuisine.

Bridging a cultural exchange.



Event Agenda and Participation Options

1. Official opening by VIP government officials/ribbon cutting ceremony/tour of exhibition arena.
2. Individual fashion shows : for established brands with established business operations over an extended period of time and able to support the infrastructure of producing their own shows. Brands within this category will have option of utilizing the runway to suit their vision and needs.
3. Group shows: for established brands wishing to further develop their profile but not wishing to take on the full responsibility of a solo show. This group format will have allocated number of tickets for each participants with shared audience. Brands will each have their own segment within the show.
4. New Generation shows : these collective group shows are the ideal starting platform for emerging brands that have aligned with the event to maximize their exposure and ultimately be seen and discovered. This category is open to designers from all genre of fashion.
5. Exhibition arena : all participants are welcome to display their designs/ business elements.
6. Live demonstration on-site (weaving, embroidery and embellishment). By invitation only.

IFW Responsibilities



IFW commits to provide:

1. Highly experienced production team including stage manager with two rounds of production meetings in the lead up.
2. Professional fashion models (male and female).
3. Professional hair and makeup team.
4. State of the art lighting rig and full sound system with technical director and team.
5. Backstage and wardrobe managers including a team of volunteer dressers.
6. Front of house manager supported by team of ushers.
7. IFW official photographers and videographers
8. (single camera footage) at your show.
9. Access to all the benefits outlined in the overview of benefits.

Naming Rights and Sponsorship

1. Official presenting partner
2. Official venue sponsor
3. Official airline sponsor
4. Official hair and makeup sponsor
5. Official hotel sponsor
6. Official car sponsor
7. Official bank sponsor
8. Official model agency partner

Exclusivity will be given to official partners and special privileges will be offered.

For all enquiries, please communicate with The Operations Manager on

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