



MIAMI FASHION WEEK IN 7 HIGHLIGHTS

NIELSEN SPORTS & ENTERTAINMENT
MARCH 2018

MIAMI
FASHION
WEEK

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 0609547d-68bc-4329-bdaa-add2f9001602 kodu ile eri bilirsiniz.

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MIAFW IN 7 HIGHLIGHTS

1



202M

**FASHION FANS IN
AMERICA'S TOP 7
MARKETS**

(CANADA, USA, MEXICO,
COLOMBIA, BRAZIL,
ARGENTINA, CHILE)

2



94M

**KNOW MIAFW
IN USA, MEXICO &
COLOMBIA**

(MFW TOP 3 KEY MARKETS)

3



70%

**OF PEOPLE
INTERVIEWED THAT
ARE AWARE OF
MIAFW HAVE A
POSITIVE OPINION
OF MIAFW**

(US, MEXICO & COLOMBIA)

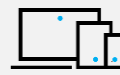
4



50%

**OF FLORIDIANS
CONSIDER
MIAFW A
RELEVANT EVENT
FOR THE CITY**

5



6,500

**SOCIAL MEDIA POSTS
ABOUT
MFW 2017**

6



\$6M

**TOTAL
MEDIA VALUE
FOR MIAFW
2017**

7



**UNLIMITED
INTELLECTUAL
PROPERTY RIGHTS
FOR PARTNER
ACTIVATIONS**

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BELGENİN ASLİ ELEKTRONİK MZALIDIR.

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FASHION INTEREST

NUMBER OF FASHION FANS IN NORTH & SOUTH AMERICA

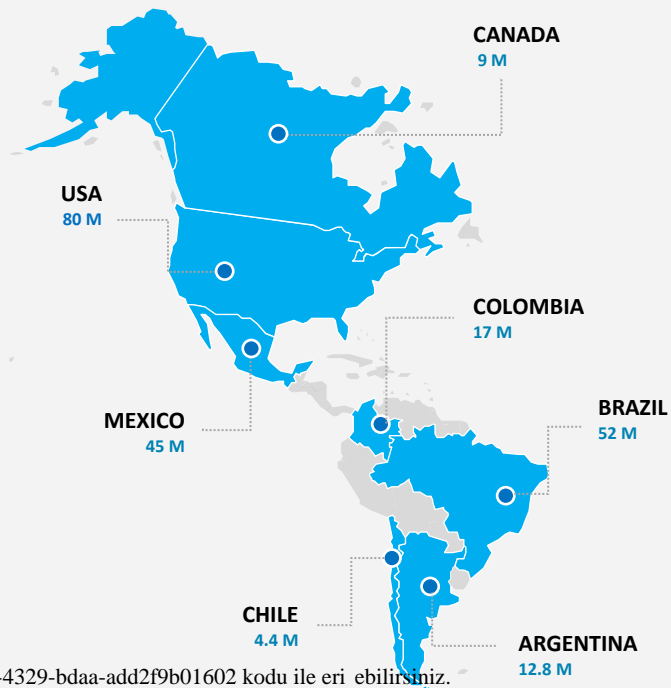
202M

FASHION FANS
IN NORTH & SOUTH AMERICA

ON AVERAGE **29%** OF THE
PEOPLE IN EACH OF THESE COUNTRIES WOULD
LIKE TO ATTEND A FASHION EVENT
IN THE NEXT 12 MONTHS

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BELGEN N ASLI ELEKTRON K MZALIDIR.

FASHION INTERESTED PEOPLE



2 MIAFW A GROWING EVENT

CFDA

MEMBER OF THE CFDA CALENDAR

7/10

QUALITATIVE SCORE
AMONG FASHION FANS

QUALITATIVE SCORE COMBINES THE FOLLOWING FACTORS:
(1) AWARENESS, (2) OPINION OF THE EVENT, (3) RELEVANCE OF THE EVENT,
(4) POSITIVE CONTRIBUTION TO THE HOST CITY

5,000
RUNWAY ATTENDEES
2,350
PARTY ATTENDEES
8
INTERNATIONAL DESIGNERS

#2

MFW RANKS 2ND IN FASHION EVENTS AWARENESS
AMONG US INHABITANTS TIED WITH THE LAFW

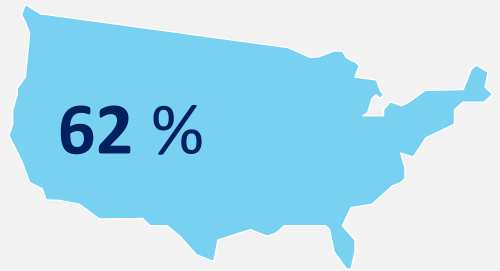
KEY MARKETS AWARENESS



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BELGEN N ASLI ELEKTRON K MZALIDIR.

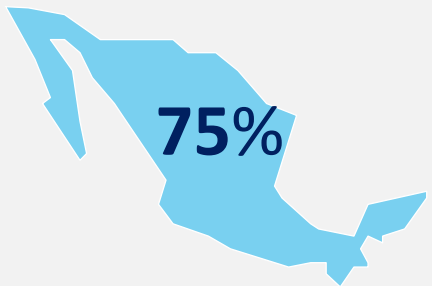
POSITIVE OPINION ABOUT MIAFW

KEY MARKETS: USA | MEXICO | COLOMBIA

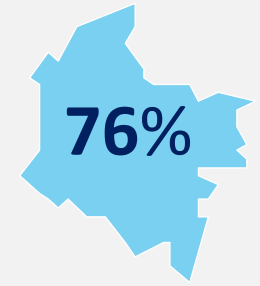


OF USA INHABITANTS **WHO ARE AWARE OF THE MIAFW** HAVE A **POSITIVE OPINION** ABOUT THE EVENT.

THIS POSITIVE OPINION RISES UNTIL **72%** WHEN ASKING TO **FLORIDIANS** AWARE OF THE EVENT



OF MEXICAN INHABITANTS **WHO ARE AWARE OF THE MIAFW** HAVE A **POSITIVE OPINION** ABOUT THE EVENT.



OF COLOMBIAN INHABITANTS **WHO ARE AWARE OF THE MIAFW** HAVE A **POSITIVE OPINION** ABOUT THE EVENT.

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BELGEN N ASLI ELEKTRON K MZALIDIR.

FLORIDIANS SUPPORT THE MIAFW



40%

OF FLORIDIANS **KNOW**
THE MIAMI FASHION WEEK.
AN INCREASE IN 3 POINTS VS 2016



72%

SEVEN OUT OF TEN FLORIDIANS
WHO ARE AWARE OF THE MIAFW
HAVE A **POSITIVE OPINION** OF THE
EVENT



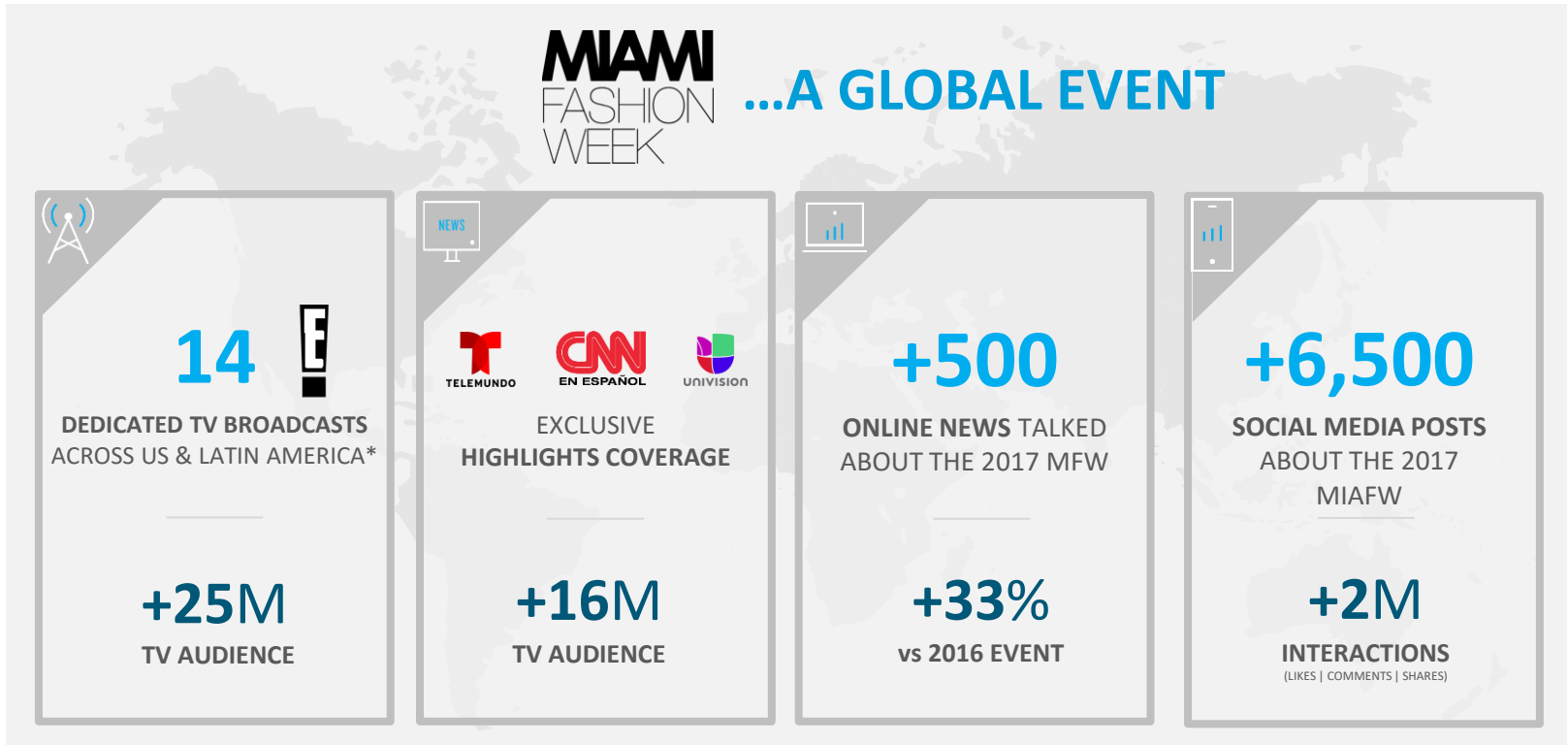
50%

OF FLORIDIANS AWARE OF THE EVENT
OPINE THAT
THE MIAFW IS A **RELEVANT EVENT**
AND POSITIVELY CONTRIBUTES
TO THE IMAGE OF MIAMI

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BELGEN N ASLI ELEKTRON K MZALIDIR.

MIAFW MEDIA EXPOSURE HIGHLIGHTS



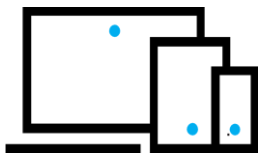
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BELGENİN ASLI ELEKTRONİK İMZALIDIR

SOURCE: THE NIELSEN COMPANY'S MEDIA RESEARCH DEPARTMENT

5070 sayılı kanunla değiştirilmiştir. Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 0609547d-68bc-4329-bdaa-add2f9b01602 kodu ile eri bilirsiniz.

MIAFW SPONSORSHIP BENEFITS



MEDIA EXPOSURE POTENTIAL FOR SPONSORS

- ✓ 14 IN-HOUSE PRODUCED PROGRAMS WITH EXPOSURE FOR SPONSORS
- ✓ GLOBAL TV BROADCASTS IN SOUTH AMERICA WITH E!
- ✓ PARTNERSHIP DISTRIBUTION CONTENT WITH UNIVISION AND E!
- ✓ 33% INCREASE YoY ONLINE NEWS COVERAGE
- ✓ INFLUENCER MARKETING CAMPAIGNS GENERATING +6,000 POSTS ON SOCIAL MEDIA

\$6M

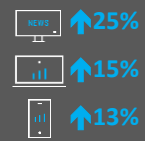
TOTAL
MEDIA ROI
FOR MFW 2017



RELEVANT SPONSORSHIP ASSETS DELIVERED TO SPONSORS

- ✓ TV PRODUCTION BRANDED WATERMARK
- ✓ PRESS BACKDROPS AT EVENTS, PARTIES & GALAS
- ✓ PRODUCT PLACEMENTS & PRODUCT EXHIBITIONS
- ✓ VIP, HOSPITALITY, CSR EVENTS
- ✓ RIGHTS TO ORGANIZE OWN EVENTS BRANDED WITH MFW

MEDIA VALUE
INCREMENTALS
VS 2016 EVENT



INTELECTUAL PROPERTY RIGHTS

- ✓ FULL RIGHTS TO ACTIVE YOUR SPONSORSHIP WITH THE MFW BRAND
- ✓ ACTIVATION POTENTIAL INCLUDE: TV CAMPAIGNS, PRODUCT EXHIBITIONS, MFW BRANDED PRODUCTS, ETC
- ✓ RIGHTS TO USE THE MFW LOGO FOR OWN PRODUCTS & COMMUNICATIONS

5,000

ATTENDANTS TO
CONDUCT SPONSORSHIP
ACTIVATIONS

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BELGEN N ASLI ELEKTRON K MZALIDIR.

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MIAMI FASHION WEEK®

DESIGNERS PARTICIPATION

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KEY POINTS

4 DAYS OF RUNWAYS & SPECIAL EVENTS:

From May 29th to June 2nd, 2019

RESORT COLLECTIONS AT MIAMI FASHION WEEK:

MIAFW has become a key player in the fashion industry by launching the first international platform for Resort Cruise Collections.

“MIAFW IS THE SECOND MOST RELEVANT FASHION EVENT IN THE USA”: Source - Nielsen, March 2018.

THE COUNCIL OF FASHION DESIGNERS OF AMERICA (CFDA) IMPORTANT DATES:

In 2017, MIAFW was added to the CFDA Fashion Calendar, aligning Miami alongside New York, London, Milan, and Paris as a leading international fashion week event.

ANTONIO BANDERAS: Proudly serves as Honorary President since 2016, infusing his passion, style, and prestige into the event.

MIAMI FASHION INSTITUTE (MIAMI DADE COLLEGE):

As a board member of the Miami Fashion Institute, Miami Dade College’s newly inaugurated fashion school, MIAFW and MDC work to educate, enlighten and inspire up-and-coming leaders of the industry.



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MIAFW '18 IN NUMBERS

10

INTERNATIONAL
DESIGNERS

9

FASHION TALKS
BY LEADERS IN THE
INDUSTRY

4

AFTER PARTIES

1

BENEFIT GALA AT
THE ALFRED I.
DUPONT BUILDING

3

TV SPECIALS

5,000

RUNWAY
ATTENDEES

2,500

PARTY
ATTENDEES

60% ATTENDEES
WOMEN

40% MEN

1.5

BILLION
MEDIA
IMPRESSIONS

+1.5

MILLION
LIVE STREAMING
UNIQUE USERS

+150

MEDIA
ATTENDEES

+173

MILLIONS SOCIAL MEDIA
IMPRESSIONS

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DESIGNERS 2018



OSCAR CARVALLO



RENE BY RR



**MIAMI FASHION
INSTITUTE**



BENITO SANTOS



**AGATHA RUIZ
DE LA PRADA**



DANIELLA BATLLE



CAROLINA ESTEFAN



LINA CANTILLO



CUSTO BARCELONA



**ILUMINEMOS DE AZUL
+ PAMELA DE HARO**



ÁNGEL SANCHEZ

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MIAMI FASHION WEEK®

Miami Fashion Week leads the fashion industry by becoming the **first ever international platform for Resort Cruise Collections**. The event takes place in Miami, a city that has become the primary bridge between the US and Latin America and is quickly being recognized as the gateway to the world.

MIAFW '18 garnered over **1,000 media placements** (local and international), gained **1 billion impressions** via these media outlets, and more than **1.5 million unique users followed the Live Stream**.

Miami Fashion Week offers the opportunity to generate fashion content that can be distributed throughout several different platforms.

In 2016, Miami Fashion Week launched a new era, naming renowned actor and now fashion designer, **Antonio Banderas** as its Honorary President.

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Angel Sanchez 2018

A vibrant collage of fashion runway scenes. The background is a dark stage with bright spotlights. In the foreground, several models are visible. One model in the center wears a yellow and pink striped top and a crown with a blue heart. To her right, a model in a pink and yellow striped dress is seen from the back. Further right, a model in a red sleeveless top is walking away. On the far right, a model in a blue and green outfit is partially visible. The overall atmosphere is bright and colorful.

MIAMI FASHION WEEK RUNWAY COLLABORATORS

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RUNWAY COLLABORATORS



URBAN PRODUCTION SERGIO SALERNI

Director of the Runway, Sergio Salerni is recognized as the “master” of the catwalks.



Creating runways for recognized houses such as Versace, Fendi, Dolce & Gabbana and Valentino, Sergio Salerni sets and stages the exhibits for their fascinating collections. Salerni’s company, Urban Production, has more than twenty years of experience in luxury events throughout the globe in cities such as Milan, Paris, New York, Shanghai, Beijing, Hong Kong, Dubai and Sydney.

Salerni is responsible for the design, production and direction of MIAFW runway shows.



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BELGENİN ASLI ELEKTRONİK MÜHALFİTİR.

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RUNWAY COLLABORATORS



ESMA PROYECTOS ESTHER GARCIA

Based in Barcelona (Spain), was founded by Esther García & Marisol Carrion in 1996. They had the idea of creating a unique take in the field of design and event production.



Today, ESMA is recognized internationally for their quality in fashion staging and direction, ephemeral installations, product launches and event design. In addition this company is responsible for the production and direction of Barcelona. Among their top clients, ESMA has produced for Hermès, Louis Vuitton, Del Pozo New York Fashion Week, Loewe, Ermenegildo Zegna, among many others. ESMA is responsible for the model casting, fittings and backstage during MIAFW'17.

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MIAMI FASHION WEEK OFFICIAL VENUE

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BELGEN N'ASLI ELEKTRONIK MZALIDIR.

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MAIN VENUE ICE PALACE

Nested in the heart of the Miami Art District, The Ice Palace Film Studios is the official event venue. This landmark is characterized by its tropical garden and more than 85,000 square feet, offering ample interior space providing the perfect backdrop for MIAFW's fashionable catwalk shows.

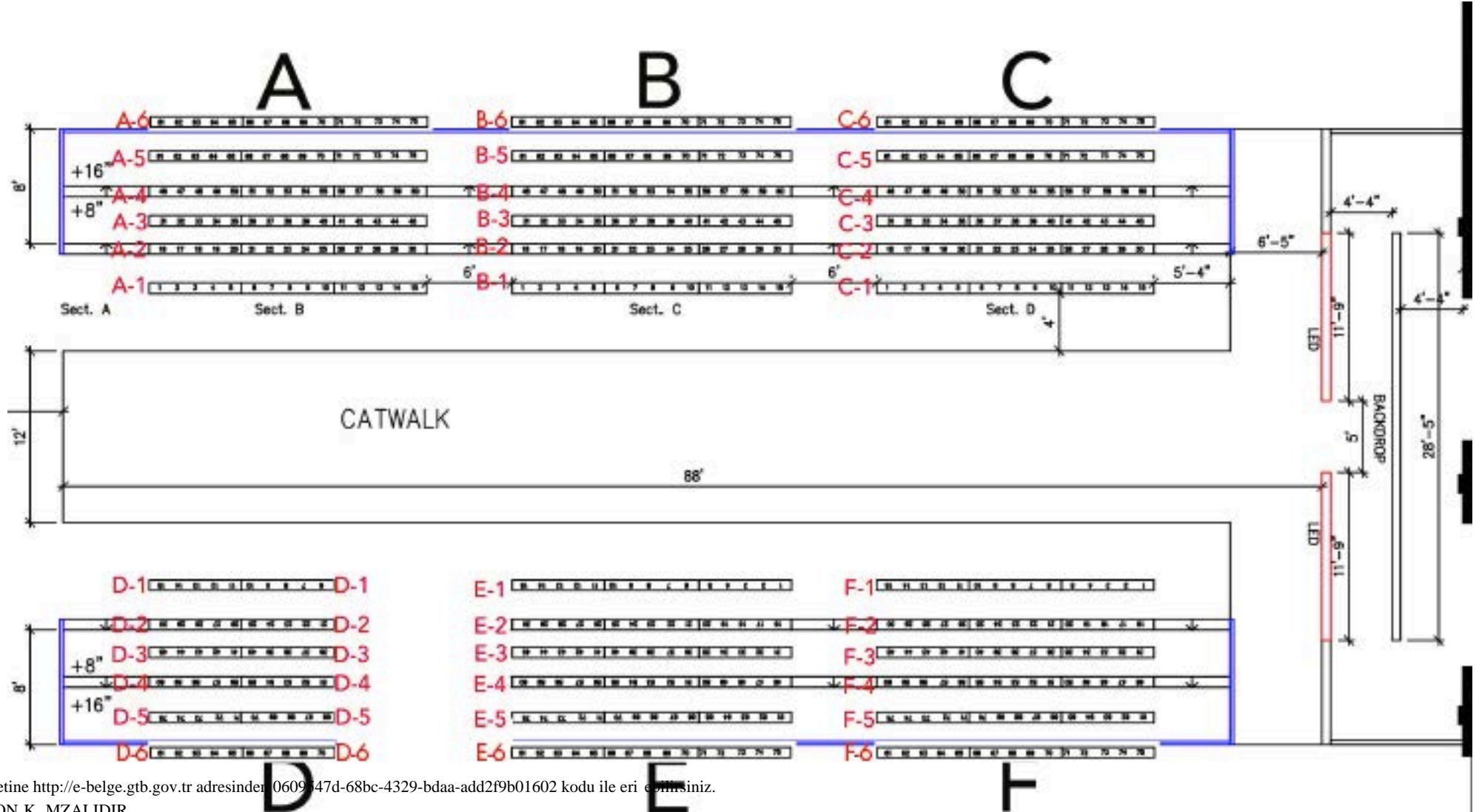


Custo Barcelona 2018

ICE PALACE CATWALK

FLOORPLAN

FRONT ROW: 85
SEATED: 425
STANDING: 120



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MORE VENUES

ADDITIONAL OPTIONS FOR VENUES

VIZCAYA MUSEUM



SPANISH MONASTERY



PALM COURT



MOORE BUILDING



VENETIAN POOL



11:11 LINCOLN

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BELGENİN ASLI ELEKTRONİK İMZALIDIR.

**Possibility of showcasing at a different venue than Ice Palace at an extra cost, not included in the participation fee.*

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MIAMI FASHION WEEK SPECIAL EVENTS

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FASHION TALK AT SOHO HOUSE – MAY 28th

Guests of this event are offered a **sneak-peak into Miami Fashion Week** and enjoy an exclusive meet-n-greet with MIAFW '19 participating **fashion designers and industry experts** while sipping on evening cocktails. This magical evening is **hosted by a renowned fashion editor**, who moderates a captivating interview with some of the designers and industry experts participating in MIAFW '19.

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KICK-OFF AT SAKS FIFTH AVENUE – MAY 29th

Celebrities and trendsetters gather to celebrate Miami Fashion Week official Kick-Off at **Saks Fifth Avenue**.

Participating designers will have the opportunity to showcase an exclusive piece at Saks Fifth Avenue weeks leading up to MIAFW, that will also be part of an exhibit during the actual Kick Off Party.



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DESIGNERS DINNER – MAY 30TH

As a result of its great success, Miami Fashion Week hosts once again the exclusive Designers Dinner, where experts and socialites share and network during this lively and unforgettable event.

The Designers Dinner will take place on May 30th. It gathers designers and exclusive guests for a glamorous and fashionable private dinner, splendid food and live entertainment... this evening is all about celebrating

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MIAMI FASHION WEEK BENEFIT GALA – MAY 31st

MIAFW's Honorary President, Antonio Banderas, hosts an exclusive charity gala supporting Miami Children's Health Foundation and his own foundation, Fundación Lágrimas y Favores. This annual signature event is the most celebrity-filled, glamorous night in the Magic City and it takes place in the historic Alfred I. DuPont Building.

The gala is held for guests to enjoy a delightful evening, delectable food, live entertainment by a guest celebrity performer and a live auction benefiting the foundations.

For the first time, **Miami Fashion Week** had the distinct honor of presenting the exclusive collection of **Roberto Cavalli** during the benefit gala 2017 led by supermodel **Nieves Álvarez**.

PRESS
PLAY





INFLUENCERS BRUNCH – JUNE 1st

On June 1, 2019 designers and Influencers from around the world will gather for a **private and fashionable brunch**.

Influencers are given the opportunity to personally meet and mingle with the designers.

In 2018 the event welcomed Ambassador Influencers including **Aida Domenech (2.3MM)**, **Luanna Perez (2.1MM)**, **Tara Whiteman (1MM)**, **Tanya Litkovska (554K)**, and **Claudia Vergara (171K)**.

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MIAMI FASHION SUMMIT – MAY 31st / JUNE 2nd

In collaboration with *Miami Dade College's Miami Fashion Institute* and the *Knight Foundation*, Miami Fashion Week, proudly presented the *MIAFW Summit*, with the desire to communicate the importance of sustainable fashion,

Top industry experts raised awareness on the impact of issues facing the in the fashion industry today.



MIAFW summit 2017 was hosted by **VALERIA MAZZA**, Argentine Model & Businesswoman.



SASS BROWN

Founder Dean at
Dubai Institute of
Design and
Innovation



**JAVIER
GOYENCHE**

Founder &
President of
ECOALF



KAVITA PARMAR

Founder &
Creative Director
of I Owe You



GERFRIED GAULHOFER

Founder & CEO of
Panosocial

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MIAMI FASHION WEEK OWN CONTENT DISTRIBUTION

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