

RUIZ



# 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-add2f9b01602 kodu ile eri ebilirsiniz.

BELGEN N ASLI ELEKTRON K MZALIDIR.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalandı. Belgelerin 002-8c6b-d002-00000000-60-0-0000. Bu kod ile <https://evrakdogrulama.adn.gov.tr> adresinden doğrulayabilirsiniz.

# 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)

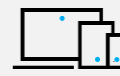
4



## 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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BELGEN N ASLI ELEKTRONİK MZALIDIR.

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmış ve belge kodu 43-4c14-4d02-8c6b-d002ed142b4-60821580. Bu kod ile <https://evrak.tim.org.tr/evrakdogrulama> adresinden doğrulanabilir.

# FASHION INTEREST

NUMBER OF FASHION FANS IN NORTH & SOUTH AMERICA

# 202M

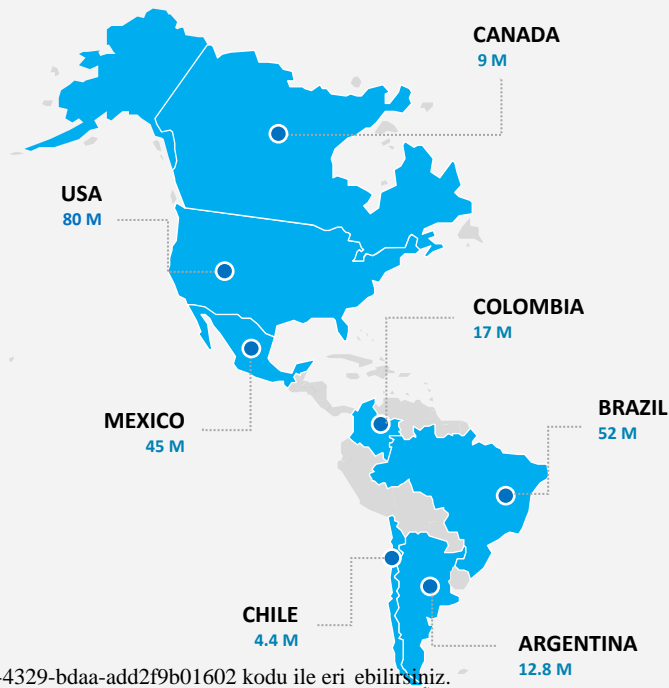
FASHION FANS  
IN NORTH & SOUTH AMERICA

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 2<sup>ND</sup> IN FASHION EVENTS AWARENESS  
AMONG US INHABITANTS TIED WITH THE LAFW

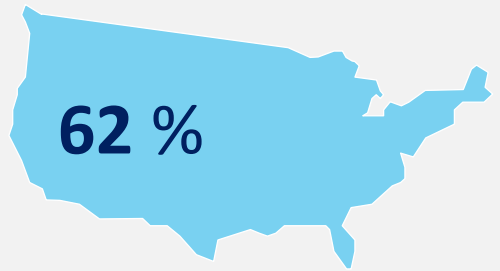
## KEY MARKETS AWARENESS



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BELGEN N ASLI ELEKTRONİK MZALIDIR.

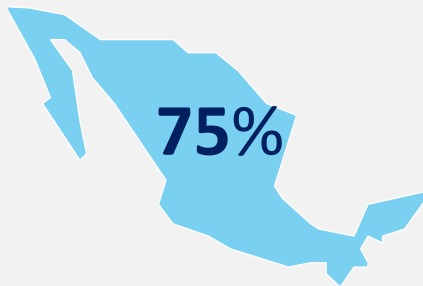
# POSITIVE OPINION ABOUT MIAFW

KEY MARKETS: USA | MEXICO | COLOMBIA

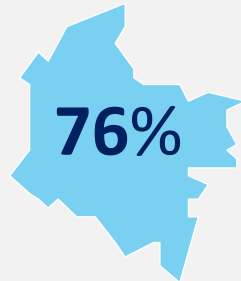


OF USA INHABITANTS **WHO ARE AWARE**  
**OF THE MIAFW** HAVE A **POSITIVE**  
**OPINION** ABOUT THE EVENT.

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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SOURCE: NIELSEN SPORTS AD-HOC RESEARCH FOR MFW | FEBRUARY 2018 | USA, MEXICO & COLOMBIA | n = 1.000 INTERVIEWS PER COUNTRY + 600 INTERVIEWS IN THE REGION OF FLORIDA



**MIAMI**  
FASHION  
WEEK

## ...A GLOBAL EVENT

[illegible]

# 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

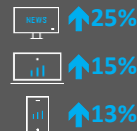
TOTAL  
MEDIA ROI  
FOR MFW 2017



## 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



## INTELLECTUAL 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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# CONTACT DETAILS

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BELGENİN ASLİ ELEKTRONİK KİMLİĞİDİR.

# 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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Agatha Ruiz De La Prada 2018

# 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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BELGENİN ASLI ELEKTRONİK MİZALIDIR.

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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**

Evrakın elektronik imzalı suretine <http://e-belge.gtb.gov.tr> adresinden 0609547d-68bc-4329-bdaa-add2f9b01602 kodu ile eri bilirsiniz.  
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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 features models in various colorful outfits, including a pink and yellow striped dress, a red sleeveless top, and a blue and green ensemble. A central white banner contains the text "MIAMI FASHION WEEK RUNWAY COLLABORATORS".

# 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.



**PRESS  
PLAY**

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BELGENİN ASLI ELEKTRONİK MÜHALİFİDİR.

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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.

# 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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# 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.

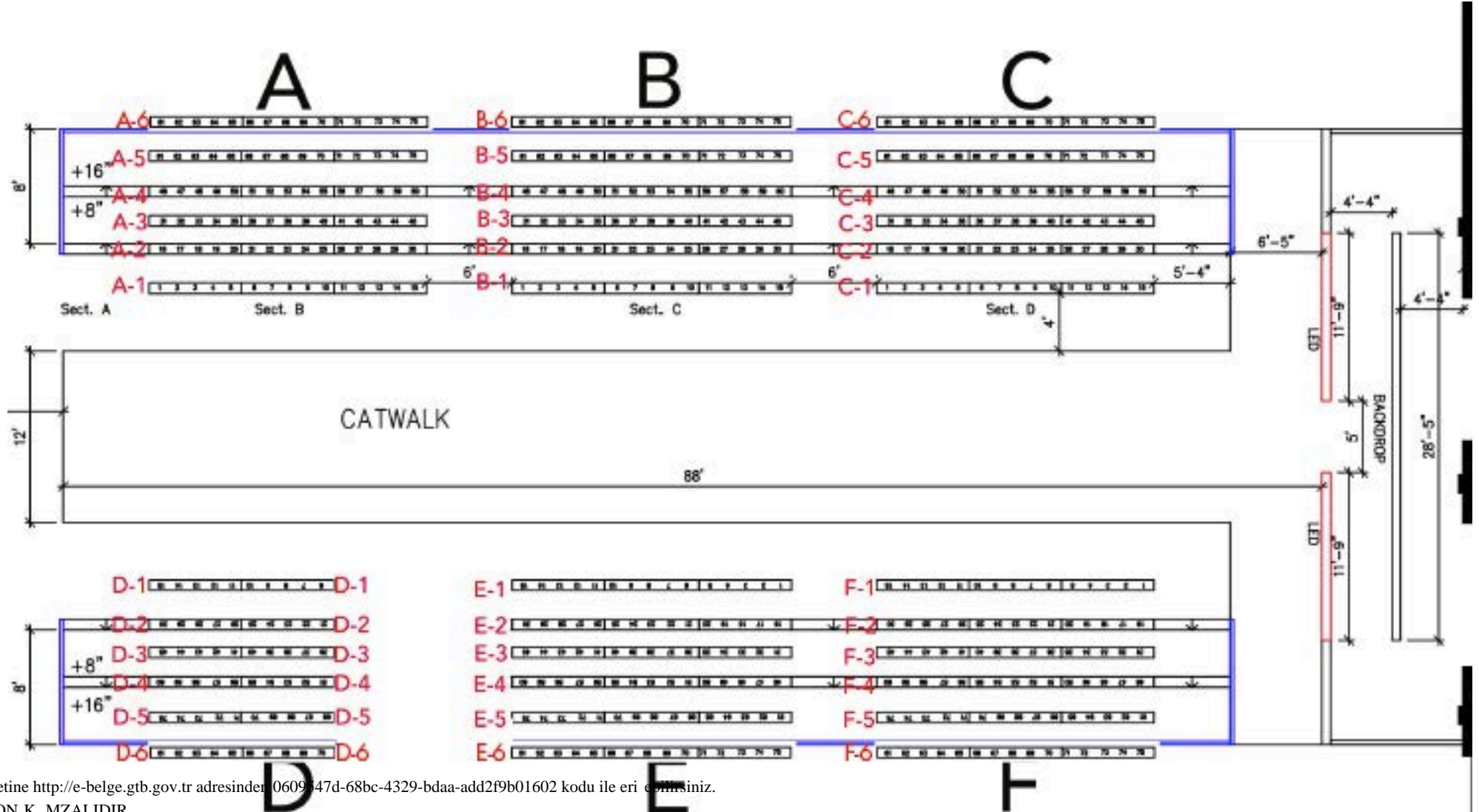


*Custo Barcelona 2018*

# 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.*

5070 sayılı kanun gereğince güvenli elektronik imzalarla oluşturulan belgeye elektronik imza ile onaylanmıştır. Bu belge ile ilgili detaylı bilgi için [www.bel.tr](http://www.bel.tr) adresine ulaşabilirsiniz.

# 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 31<sup>st</sup>

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**.







# 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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# VIDEO CONTENT

Miami Fashion Week creative team will develop a specific social media and content strategy for each designer participating in the event.



*Daniella Batlle 2018*

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BELGENİN ASLİ ELEKTRONİK MİZALIDIR.

# INTERVIEWS & PRESS

Miami Fashion Week press team with the help of their media partners will arrange several interview opportunities with the designers throughout the week at MIAFW different events.



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# LIVE STREAMING

Miami Fashion Week creates **4 hours of original content daily to broadcast through Live Streaming to 21 countries**. This live content includes fashion shows, interviews with the Designers, and party recaps, as well as pre-produced short format pieces with influencers showcasing fashion and lifestyle. **Aside from runway shows, designers interviews will be an important part of this Live Streaming.**

***+1.5 million uniques viewers  
21 countries***

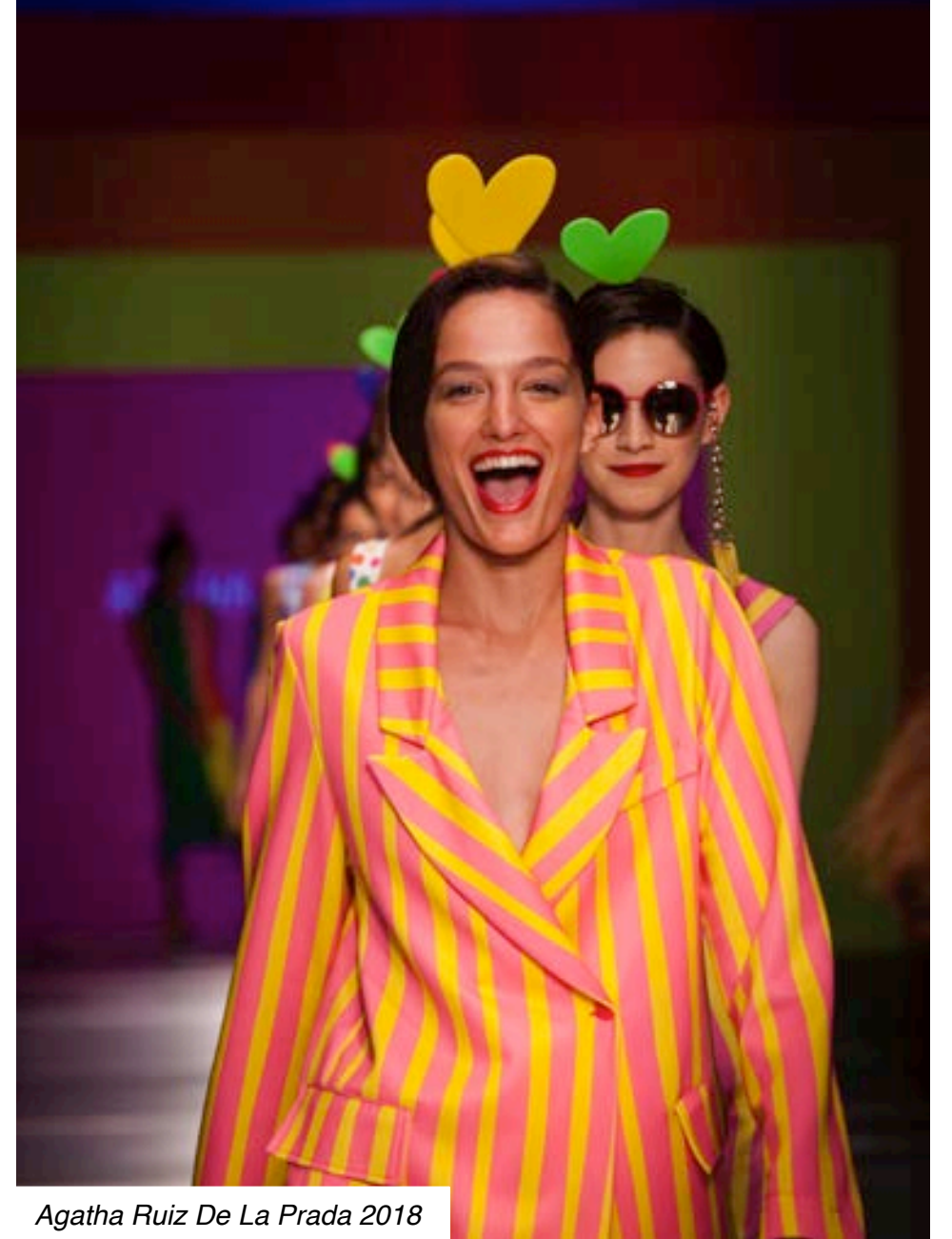
\*Data from MIAFW '18

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BELGENİN ASLİ ELEKTRONİK KİMLİĞİDİR.



UNIVISION®  
COMMUNICATIONS INC.



Agatha Ruiz De La Prada 2018





# E! TV SHOWS

Miami Fashion Week produces **three TV specials** that are distributed internationally: *First Faces*, *Backstage Miami Fashion Week* and *Designers Staging the Runway*.

Broadcasted on PRIMETIME through E! Entertainment **(20+ COUNTRIES)**, reaching **MORE THAN 23 MILLION CONTACTS** in LATIN AMERICA.

**ESTIMATED MEDIA VALUE OF \$5 MILLION**

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BELGEN N ASLİ ELEKTRON K MZALIDIR.

# “BACKSTAGE ” TV SHOW

Duration: 44 minutes (available in English and Spanish).

This TV special is a journey to the backstage of one of the most exciting fashion events in the world focusing on “Resort Cruise Collections”. Spectators will be given behind-the-scenes, exclusive content of what it takes to prepare for such an event. From the casting of the beautiful models, mark-up, nerves, and tension leading up to the shows.

**The designer show** will be included in the content production. The presence will include the fashion show, interviews, and behind-the-scenes images.

**This show is broadcasted through E! Entertainment LATAM and USA - Prime Time!**



**PRESS  
PLAY**

# 2018: USA + LATAM BROADCAST



- > Argentina
- > Aruba
- > Barbados
- > Bolivia
- > Brazil
- > Chile
- > Colombia
- > Costa Rica
- > Curacao
- > Ecuador
- > El Salvador
- > Guatemala
- > Honduras
- > Mexico
- > Nicaragua
- > Panama
- > Peru
- > Puerto Rico
- > Dominican Republic
- > Trinidad y Tobago
- > Uruguay
- > Venezuela



\* Other additional territories being discussed at the moment: Spain, Italy, Philippines  
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# FASHION SHOW BENEFITS

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# PARTICIPATING IN MIAFW 2019

MIAFW shall provide the following infrastructure to the participating designer:

- 18 models.
- 10' wide by 88' long runway.
- Backstage: Makeup and hair stylists.
- Catwalk infrastructure – 500 to 600 people.
- 50 Invitations to Fashion Show.
- Fully-equipped working area.
- Fashion show to be directed by Mr. Sergio Salerni.
- Promotion of Designers participation on MIAFW's website plus other platforms.
- Include the Designer's Show in *Backstage* and Live Streaming.

**- PARTICIPATION FEE: \$25,000.**



Benito Santos 2018

# MIAMI FASHION WEEK®

175 SW 7TH ST. Suite #2003, Brickell District, Miami, FL 33130  
[www.miamifashionweek.com](http://www.miamifashionweek.com)

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