

FASHION WEEK TRADE

2/2021

**STOCKHOLM
FASHION
DISTRICT**

FOUNDED BY

ASSOCIATION OF

**TRADE
PARTNERS**

SWEDEN

SFD

CONCEPTS

Stockholm Fashion District offers several customized concepts during Fashion Week Trade which you can learn more about here. You are also welcome to contact us for business advice at any time. Welcome to Stockholm Fashion District.



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Fashion Week Trade 2021-2,
Stockholm Fashion District.

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ACCESSORIES,
BAGS & SUITCASES

FASHION

INTERIOR
DESIGN

LOUNGE WEAR,
SWIMWEAR
& UNDERWEAR

SHOES &
SHOE CARE

ABOUT STOCKHOLM FASHION DISTRICT

Stockholm Fashion District is an innovative and unique community and business venue with digital and physical showrooms open 365 days a year, fashion weeks with a focus on trade that brings together Swedish and international brands and buyers, textile events and forums for creativity and creation as well as the possibility for further development at seminars and workshops. The district is visited annually by designers, e-commerce, retail, international delegations, stakeholders and other fashion enthusiasts.

READ MORE



Business cluster and community for the fashion industry.



Benefits

- Effective meeting days while we help you create a fun experience.
- Overview of news.
- A winning combination of digital and physical meetings.
- Opportunities for networking and new contacts.
- The exchange of experiences with colleagues in the industry.
- Seminars and knowledge of current topics.
- Marketing opportunities in Stockholm Fashion District's channels, see our Mediakit.
- Surprises and offers from Stockholm Fashion District partners.
- Accessibility with three underground parking houses, hotel in the area, boats to the city and frequent bus traffic.

TRADE FAIR DURING FASHION WEEK TRADE

Fashion Week Trade is organized at Stockholm Fashion District twice a year and includes segments fashion, shoes, underwear, bags, children's products as well as home and lifestyle brands. As a guest exhibitor, you are welcome to book an area to present your brand/brands and meet your customers together with other brands.

At Stockholm Fashion District, there are forums for further development in topics such as digitization and sustainability, we offer business advice and support, as well as networking activities where you can make crucial new contacts. Our focus is the business meeting and linking parts of the industry together.

Our visitors are buyers from e-commerce, independent stores, chains and department stores in Sweden and other parts of the Nordic region. You are responsible for booking meetings with your customers, read more under the section "Invite your customer".

A PROGRAM FOR YOU AND YOUR CUSTOMER

Offers from our partners
Buyers Club for store owners
Mingle party
Network meetings
Seminars

DATES & TIMES

Fashion Week Trade takes place
between the 16-21 of Augusti, 2021

Official trade fair dates,
17-19 of Augusti, 2021
New! Tuesday 09.00-18.00
Wednesday 09.00-18.00
Thursday 09.00-18.00

P.S. Do you need to stay longer
with us? We are happy to help you!

MONDAY

Open house at Stockholm Showroom &
Stockholm Shoe House, 09.00-18.00.

TUESDAY

The entire district is open 09.00-18.00,

Stockholm Showroom, Stockholm Shoe House
as well as guest brands are ready to receive
visiting stores and buyers. Welcome to a new
season!

WEDNESDAY

The entire district is open 09.00-18.00.

THURSDAY

The entire district is open 09.00-18.00.

FRIDAY - SUNDAY

Confirmed meetings at Stockholm Showroom
& Stockholm Shoe House.

Activities with your personal mark

Would you like to use Stockholm Fashion
District for your own activity or event? That's
super fun and our team of project managers will
be happy to support you. Together we can find
the time, date and place that best suit you and
your customers.

Market your participation

We offer several opportunities to shine some
extra light on your brand! Read more in the
Media kit and book when you book your
participation.



INVITE YOUR CUSTOMERS

Registration page and program

At stockholmfashiondistrict.se/rsvp, your
customers can get an overview of all
activities, events and opening hours. This is
also where they register for your visit. On
site, the customer shows their confirmation
in the form of a QR code and receives a
bracelet which shows that they have checked
in with us.

Invitation

When you apply to participate, you have the
opportunity to list your 10 most important
customers. Together with Stockholm
Fashion District's other "regulars", they will
receive special offers and discounts on
hotels.

Newsletter

Stockholm Fashion District sends
newsletters throughout the year and special
invitations to Fashion Week Trade with
information about the program and opening
hours. Here, you can choose to participate
with a banner or your digital showroom,
read more in our Media kit.

Social Media

Follow [@stockholmfashiondistrict](https://www.instagram.com/stockholmfashiondistrict) in social
media for the latest updates. On Instagram,
we publish pictures from the district. Feel
free to tag us so we can see your photos!
Stockholm Fashion District is also available
on Facebook and LinkedIn.

BOOK YOUR SPACE

How we build

We work for an open and inviting environment for effective, inspiring and safe meetings. Our ambition is to meet your wishes as far as possible, but we encourage you to carefully read your confirmation and study the floor plan that you receive with the confirmation to ensure that you understand your placement.

We build your space as an illusion of a cube with two closed corners and otherwise open sides, to create distance and a safe environment.

Example:



As the organizer, we reserve the right to make restrictions at entrances and in certain specific cases. It is not permitted to screw, paint, put wallpaper or hang signs on the walls without the approval of the organizer and/or ExpoService who are responsible for the construction in order for your company to choose the right products and avoid repair fees.

Included

- Wall corners
- Branch contact
- Storage of empty goods during the ongoing event
- Some specific spot lighting
- An exciting program for you and your customers

It is your responsibility to notify the organizer what you do not want.

Digital showroom

As a guest exhibitor in the Stockholm Fashion District, you also get a digital showroom on Stockholmfashiondistrict.se, value SEK 10,200.

Decorated and ready?

We offer a neat and simple alternative for those who need a professional stand without having to make the effort. Contact us and we will help you with the best option for your company, both in details or with a complete solution.

You are welcome to bring your own decor but must inform us of this in advance so that we can plan for your participation and for you to avoid additional costs.

Costs

SEK 2900 set registration fee.
SEK 1650/m² for stand space (we give precedence to areas of at least 9m²).
Members of Association of Trade Partners Sweden, SEK 1250/m².

Early bird!

Members of Association of Trade Partners Sweden, SEK 995/m². Valid until April 30, 2021.

CHOICES IN SHORT

Concepts

Stockholm Fashion District offers several customized concepts during Fashion Week Trade. You can always contact us for advice regarding your participation. Welcome to Stockholm Fashion District.

Marketing

We offer several opportunities to shine some extra light on your brand, regardless if it is to give some news a little extra attention, to tell us about some great achievement or to show off a super nice collection! Read more in Stockholm Fashion District's Media kit and book when you register.

Styling of stand

We offer a neat and easy alternative for those who wish for a professional looking stand without effort. Contact us and we will help you with the best options for your company.

Security

To make you feel safe at Stockholm Fashion District during the corona pandemic, we have taken several measures. Risk assessments are made regularly and we closely follow the advice and guidelines that exist. We reserve the right to evict exhibitors who do not follow the prevailing guidelines.





EXAMPLE

HOLEBROOK SWEDEN

The heart of Holebrook is knitted. If we were to put our Swedish modesty on hold for just a second, we'd say that few brands know their knits as well as we do. Take a closer look at any Holebrook garment, and you will find knits of enduring quality, true craftsmanship and even innovative use.

It's hard to make a good thing last, they say — but we have found our own ways to give our clothes an enduring quality. It's based on a down-to-earth sustainability ambition, which begins with wool, cotton, mohair, and alpaca. Those are all natural materials that do not need washing as often, thus prolonging the life of the garments and reducing their impact on the environment.

All Holebrook clothes are manufactured in Europe. They are made to last, and they are the opposite of fast. Thanks to decades-long personal relationships, each one of our suppliers shares our commitment to quality and sustainability.

HÅLLBARHETSMÅL



DIGITAL SHOWROOMS

Digitization is happening fast and as a brand, it is important to keep up with the development and be present where your customers are.

As a complement to physical showrooms and meeting places, [Stockholmfashiondistrict.se](https://stockholmfashiondistrict.se) brings together over 600 brands in digital showrooms. Choose between the packages small/medium/large. If you have a physical location in the district, we will upgrade you to medium at no extra cost, value SEK 10,200.

With a digital showroom, you can easily keep customers updated on news and make new contacts.

Overall areas:

- Brands (sales office)
- Textile & production
- Other services

These areas are then broken down into segments.

SEGMENT
ACCESSORIES
MEN'S WEAR
WOMEN'S WEAR
OUTERWEAR
STOCKHOLM SHOWROOM
WHERE
WHERE Stockholm Showroom
ADDRESS Augustendalsvägen 10
SHOWROOM 1000



CURATED EXHIBITION & DIGITAL FASHION SHOW

Joint exhibition - from SEK 4000

Participate in one of the curated exhibitions at Stockholm Fashion District. Leave your products in our safe hands, and Stockholm Fashion District's visual merchandisers and stylists will style an Instagram-friendly and inspiring exhibition based on the season's overall theme and trends.

Independent exhibition - price on request

- Help with the design of your exhibition.
- The opportunity to put your brand or product's features in focus.

Digital joint fashion show - price on request

- You produce/style 2-3 looks.
- Our production team creates an inspiring production, on model, mannequin or podium.
- We add an interactive layer with reference to your digital showroom.
- Production in June and launch at Fashion Week Trade.



ENCOURAGEMENT FOR ACTION

CONCEPT; ENCOURAGEMENT FOR ACTION

Encouragement for Action was established in 2018 by Stockholm Fashion District as an encouragement prize and an exhibition with the aim to encourage sustainability and development in the fashion industry. Stockholm Fashion District always works inclusively and together with a renowned jury, important organizations and stakeholders in our network, we award selected companies and brands a recognition for an achievement that can be a product, a project or equivalent. The award should be seen as an encouragement to continue on the paved path and as inspiration for others to continue their sustainability journey. In this way, Stockholm Fashion District contributes to creating awareness of important ideas within sustainability in our industry.

In 2021, the fourth edition of Encouragement for Action will take place.

NORDIC LAB.

ANMÄLAN TILL
NORDIC LAB 2022
ÄR ÖPPEN!

NORDIC LAB.

All industries need a business lab for growing companies. A lab where young companies can meet reality, where they are given an opportunity to build experience for future challenges and show their unique design. That is why we have created Nordic Lab.

At Nordic Lab, new brands and designers can meet reality with stores, widen their network and learn what makes the industry work. They can improve their skills and meet press and media. They also get the chance to exchange ideas with other brands, agents and sales organizations. Our goal is to provide a platform for brands from the Nordic region where we can help build a strong future.

CONCEPT; NORDIC LAB

At Stockholm Fashion District, you can participate in Nordic Lab where young brands and companies can meet reality and are given an opportunity to build experience for future challenges and show your unique design. You will also get great new contacts and a network of other start-ups or young brands.

During Nordic Lab, we gather experts with strong roots in the fashion industry or in their respective field to help participating brands to add knowledge and experience to their company. Experience can then help them reinforce their brand story, values and expression. Here, new brands and designers can interact with stores, broaden their network of buyers and build relationships with other brands, agents and sales organizations. Our goal is to create a platform where we can contribute to building global fashion brands from the Nordic region for the future.

Nordic Lab is an annual event in February each year at Stockholm Fashion District. Our aim is that the participants will continue to benefit from the network and use their new knowledge throughout the coming year.

Questions and registration of interest to:
Sofia Lidgren,
sofia@stockholmfashiondistrict.se,
+46 (0)73 539 03 66

WHAT HAPPENS AFTER YOUR BOOKING?

Upon registration

- Plan for which marketing opportunities you want to take part in at Stockholm Fashion District, such as presenting your brand on screens, in newsletters or as a partner to an event.
- When we have received your application, we will contact you to get a clearer picture of your company/brand and to plan for your participation in the best way. You will receive a quote for your participation.
- A registration fee of SEK 2900 is paid against an invoice of 10 days.

Before you go on summer holiday

- We will send you your placement and the exhibitor information. It is very important that you read this email carefully so that you are aware of construction details, your location, etc.
- We need the marketing material you've ordered, see your quote for details.
- You will receive the Stockholm Fashion District newsletter continuously with information about all activities. Remember to inform your colleagues & customers!

June

- It's time to book meetings with your customers and make sure they come and visit. Use the link to the digital registration where information on dates, times and the program is gathered and encourage the customer to prepare by visiting your digital showroom!
- You get your invoice.
- Feel free to let us know who your most important customers are and we will help you make them feel a little extra special.
- We want to take part of your wishes regarding the stand and if you plan to bring your own furnishings or use external stand builders.

It's getting close...

- Do not miss the final date to make additional orders of furnishings etc with our construction partner ExpoService.
- The invoice must be settled before moving in.
- Have your customers signed up at stockholmfashiondistrict.se/rsvp/
- We're super excited to meet you and all customers during Fashion Week Trade at Stockholm Fashion District!

CONTACT

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