

MEDIA KIT

1/2021

**STOCKHOLM
FASHION
DISTRICT**

FOUNDED BY

ASSOCIATION OF

**TRADE
PARTNERS**

SWEDEN

SFD



STOCKHOLM FASHION DISTRICT

ABOUT: STOCKHOLM FASHION DISTRICT

Stockholm Fashion District is a unique and innovative business cluster and a community for the fashion industry. Here you'll find showrooms open 365 days a year, Fashion Week Trade which gather Swedish and international brands, forums for discussing industry issues as well as further development under the roof of Fashion Business Academy. The district is visited annually by designers, e-tail, retail, international delegations, stakeholders and other fashion enthusiasts and host to or platform for a variety of activities, events and meetings.

READ MORE

Business cluster and community for the fashion industry.



A woman with blonde hair, wearing a blue button-down shirt, is focused on her work at a sewing machine. Her hands are positioned near a large roll of white fabric. In the foreground, another person's hands are visible, holding a piece of fabric with a bold, abstract pattern. The background is slightly blurred, showing a workshop environment with various tools and equipment.

HEY!

Stockholm Fashion District offers many opportunities for efficient and affordable marketing aimed directly at your target audience. The district is annually visited by Swedish and international brands, designers, e-tail, retail, international delegations, stakeholders and other fashion enthusiasts.

The digital platform Stockholmfashiondistrict.se offer banners placed among the latest news. You can also choose to host an event, seminar or other customized activities together with us. This means an even greater possibility to interact with your customer in a way you prefer, both in the district and in our digital and social channels.

Only the imagination sets limits and we love to brainstorm ideas and are professionals at adapting to a set budget. Feel free to contact us for a suggestion or to test your idea on us!

HOW YOU CAN TELL YOUR STORY WITH US

SCREENS

Participation in screens and projections,
from SEK 4000

- digital signs in the entrances and on the floors of Stockholm Shoe House or Stockholm Showroom
- visibility on site in the district along with the brand listing, program and other important information

STOCKHOLMFASHIONDISTRICT.SE

In the spotlight, 4 weeks - SEK 4000

- placement among the latest news
- collaboration regarding the design
- smooth delivery of finished banner with your choice of web link

NEWSLETTER

Ready-made banner, newsletter - SEK 4000

- full control over the design
- smooth delivery of finished banner with your choice of web link

CURATED EXHIBITION

Participate in one of the curated exhibitions at Stockholm Fashion District - from SEK 4000

- leave your products in our safe hands, and Stockholm Fashion District's knowledgeable visual merchandisers will style an Instagram-friendly and inspiring exhibition based on the season's overall trend and theme

Personal exhibition - price on request

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

EVENT

Host an event, seminar or party together with Stockholm Fashion District or in your own name with the support of our event team - price on request

We'll help tailor an activity to your needs. This gives you the opportunity to catch the customers' attention at the district and in our social channels.

OFFICIAL PARTNER

One season - from SEK 50,000

Take the leading role and become Official Partner or Event Partner to Stockholm Fashion District. We will tailor a partner package adjusted to your target group and according to your wishes.

Other ideas? Fun, we look forward to hearing from you!
info@stockholmfashiondistrict.se

CONCEPTS

Buyers Club

At Buyers Club, all store owners and buyers are welcome to exchange experiences and get to know each other better. Here, we create opportunities to exchange experiences and for mutual business benefits. After all, we are many who wake up and go to work for the same reason and who face the same challenges.

Encouragement for Action

In June 2018, Stockholm Fashion District instituted an incentive award to highlight the development in sustainability. A curated exhibition of the nominees from the fashion, footwear and textile industries based on the 17 global sustainability goals is presented in connection with the awards ceremony.

Fashion Business Academy

When the district was founded in 2016, we knew that an academy was important. We have tested our way forward to find the right shape and match the needs of the industry. Today, knowledge-enhancing lectures and workshops are offered in a wide range of subjects.

Nordic Lab

All industries need a laboratory for growing companies. A place where young companies can face reality and where they have the opportunity to build experience for future challenges and showcase their unique design. That is why we have created Nordic Lab.





TRADE PARTNERS SWEDEN, FOUNDER OF STOCKHOLM FASHION DISTRICT

Association of Trade Partners Sweden is a modern international business network that takes trade very seriously. Our members include agents, distributors, importers or suppliers operating in a variety of industries. For example, fashion, furniture & furnishings, food & beverage and industry. Trade Partners Sweden is the founder of and operates Stockholm Fashion District for the fashion industry in Sweden. This is a concrete example of how we work where the business takes place to improve the everyday lives of companies.

READ MORE

Increase your profitability with better conditions.



