



MEDIA KIT

2/2021

SFD
**STOCKHOLM
FASHION
DISTRICT**
FOUNDED BY
ASSOCIATION OF
**TRADE
PARTNERS**
SWEDEN

HOW YOU CAN TELL YOUR STORY WITH US

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 knowledgeable visual merchandisers and stylists will put together an Instagram-friendly and inspiring exhibition based on the season's overall trend and theme.

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.

STOCKHOLMFASHIONDISTRICT.SE

Banner / advertisement, 4 weeks - SEK 4000

You deliver a ready-made banner including a link, to your digital showroom or elsewhere. Format: Landscape format with centered motif.

NEWSLETTER

Ready-made banner, newsletter - from SEK 4000

You deliver a ready-made banner, a short introduction and link (you can link to your digital showroom).

Dimensions: 630x280 pixels.

ON SCREENS AT THE DISTRICT

Participation on digital 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
- Dimensions: full screen 1920x1080 pixels / half screen 960x1080 pixels.

EVENT PARTNER

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. As an event partner, you're welcome to sample products!

OFFICIAL PARTNER

One season - from SEK 50,000

Take the leading role and become Official 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



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-commerce, retail, international delegations, stakeholders and other fashion enthusiasts.

Stockholmfashiondistrict.se offers banners with reference to your digital showroom or wherever you wish. You can also choose to host an event, seminar or other customized activities together with us. The opportunity to reach your customer exactly as you wish will be even greater, both at 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 try your idea on us!

The team behind Stockholm Fashion District
info@stockholmfashiondistrict.se

A person's hands are shown holding a black folder. One hand is pointing at a QR code on a document that is partially visible. The background is a blurred image of a person's torso and a colorful, patterned garment.

ACTIVITIES & TARGET GROUPS

INDUSTRY PROMOTING ACTIVITIES

Encouragement for Action (nomination work April-June, winners will be announced in September).
Encouragement award for sustainability work in the fashion industry.

Nordic Lab (the participants are presented in February).
Incubator program for new companies and brands with growth potential.

Seminars, lectures & workshops.

DESIGNERS & BUYERS FOR PRODUCTION

Preview Fabrics & Accessories (January & September).
View and order textiles and textile accessories.

Textile Days (June & December).
View and order textiles and textile accessories.

FOR RETAIL & E-COMMERCE

Fashion Week Trade is the fashion industry's business week and takes place in week 6 and week 33.

Buying days for niche trade organizations or segments, as well as supplementary days.

Buyers Club is a network group for experience exchange between store owners.

Retail Hacks is a seminar day with focus on sales and inspiration for store staff.

FOR BRANDS & SALES ORGANIZATIONS

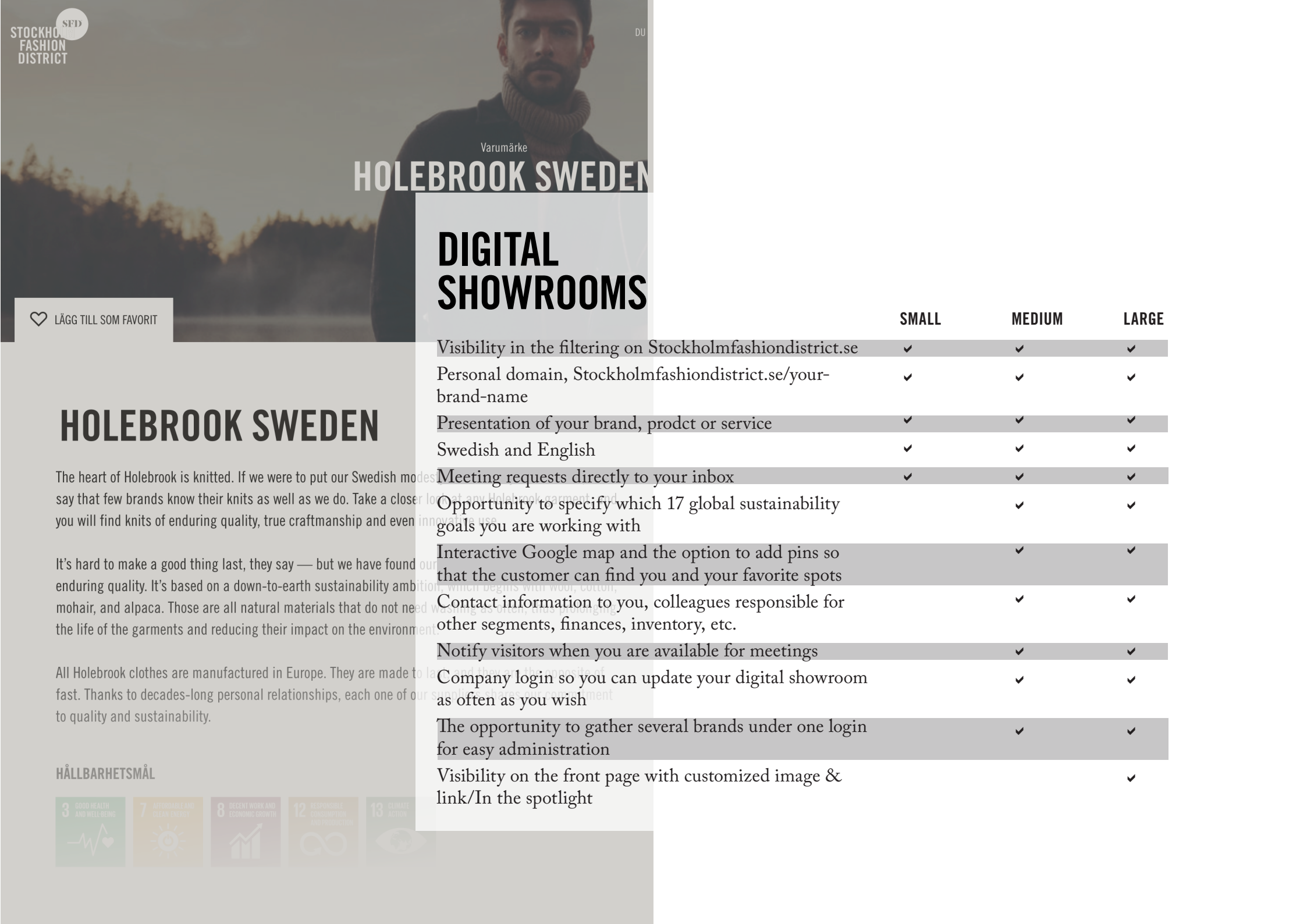
Trade shows for guest brands to be effective meet their customers from the outside.

Showrooms with own goods reception, logistics service, purchasing activities, parties and much more.

Network meetings for industry issues.

FOR CONSUMERS

Fashion Sample Sale.



Varumärke

HOLEBROOK SWEDEN

DIGITAL SHOWROOMS

♡ LÄGG TILL SOM FAVORIT

HOLEBROOK SWEDEN

The heart of Holebrook is knitted. If we were to put our Swedish modes of production on a map, we would 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 of materials.

It's hard to make a good thing last, they say — but we have found our way to making things that last. 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 has a strong commitment to quality and sustainability.

HÅLLBARHETSMÅL



	SMALL	MEDIUM	LARGE
Visibility in the filtering on Stockholmshiondistrict.se	✓	✓	✓
Personal domain, Stockholmshiondistrict.se/your-brand-name	✓	✓	✓
Presentation of your brand, prodct or service	✓	✓	✓
Swedish and English	✓	✓	✓
Meeting requests directly to your inbox	✓	✓	✓
Opportunity to specify which 17 global sustainability goals you are working with		✓	✓
Interactive Google map and the option to add pins so that the customer can find you and your favorite spots		✓	✓
Contact information to you, colleagues responsible for other segments, finances, inventory, etc.		✓	✓
Notify visitors when you are available for meetings		✓	✓
Company login so you can update your digital showroom as often as you wish		✓	✓
The opportunity to gather several brands under one login for easy administration		✓	✓
Visibility on the front page with customized image & link/In the spotlight			✓



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.



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.



