

# SHOW CALENDAR SS19

## CFW SERVICES

### STEP 1

#### **APPLICATION AND HANDLING FEE 2.000 DKK**

Mandatory for all brands that apply for the official show schedule.

The CFW secretariat receives and handles application material and the application material being assessed by the official show committee.

### STEP 2

#### **SHOW SCHEDULE PACKAGE**

For brands with less than DKK 20 million in annual turnover:	10.000 DKK
For brands with more than DKK 20 million in annual turnover:	30.000 DKK
For CFW Newcomers:	5.000 DKK
For design schools:	5.000 DKK

Mandatory for all brands that are accepted to the official show schedule, including:

#### **SHOW SCHEDULE COMMUNICATION**

Participation with show/presentation on the official show schedule. The show schedule is published on [copenhagenfashionweek.com](http://copenhagenfashionweek.com) and in the news media CFW Daily (online). Including a brand biography on [copenhagenfashionweek.com](http://copenhagenfashionweek.com) with material - 1 profile image, 1 profile text and contact info - delivered by the brand to the CFW secretariat.

#### **PRESS BUS**

The press bus is targeted press representatives. The press bus is a jump-on jump-off service available for the press representatives before and after each show. The press representatives gain access to the bus by showing their press card/business card. The CFW secretariat do not have information about who is on the bus prior to Copenhagen Fashion Week and do not guarantee the number of press representatives on the bus at any given time. Snacks and water/soft drinks are served on the bus.

#### **RUNWAY PHOTOGRAPHER AND PHOTO PACKAGE**

The CFW secretariat provides a professional runway photographer during Copenhagen Fashion Week who will cover all shows on the show schedule. The photo package includes having the fresh runway photos published on [copenhagenfashionweek.com](http://copenhagenfashionweek.com) as a part of the show brand profile. As well as directly sent to the brand - including the photo rights for external and commercial usage (CFW kindly reminds all brands to be aware of model rights). The CFW secretariat will upload the photos as soon as they are received from the photographer after each show. The image bank on [copenhagenfashionweek.com](http://copenhagenfashionweek.com) is the official image bank from which press can download the photos needed for coverage of Copenhagen Fashion Week. The CFW secretariat cannot guarantee which media will download the image material.

#### **EXPOSURE TO INTERNATIONAL PRESS AND BUYERS**

During Copenhagen Fashion Week the CFW secretariat hosts a number of international press representatives from various media and a number of buyers. The guests are urged to attend each show on the show schedule. The CFW secretariat cannot control and therefore not guarantee the press guests' attendance at shows, and the subsequent media coverage is entirely in the hands of the press representatives.

*Runway video is not included in the show schedule package but can be purchased separately.*

## COMMUNICATION & DISTRIBUTION

### CFW SERVICES

#### COMMERCIAL CONTENT

Commercial content on the CFW site from	5.000 DKK
Instagram post	4.500 DKK
Film production from	12.000 DKK
Photo production from	5.000 DKK
Video content on the CFW site	5.000 DKK
Commercial content in the CFW newsletter	5.000 DKK
Logo in the CFW newsletter	1.500 DKK

Commercial content is either pre-produced by the client or made in collaboration with CFW. All commercial content is published on the CFW website. CFW has the right to dismiss content if the given content is not in accordance with the CFW brand. One picture/video (post) on the official CFW Instagram account, posted during the hours of 09-18 on the date agreed upon. The post includes tags and hashtags with a text in English based on the client's choice. CFW has the right to dismiss a post is not in accordance with the CFW brand.

*Please note:*

*All posts are marked as commercial content/sponsored in accordance with the given legal standards.*

#### GOODIEBAG PLACEMENT & LOGO PLACEMENT

Goodiebag placement fee	1.000 DKK
VIP goodiebag as part of hospitality programme (press, influencers, buyers)	1.500 DKK

It is possible to have your product exposed in goodie-bags at various Copenhagen Fashion Week events. The events vary each season. In addition to physical placement, logo exposure and a "THANKS TO ..." note on the official Copenhagen Fashion Week Facebook page is included.

#### INSIDERS' GUIDE

Logo in folder present in every goodiebag	1.500 DKK
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Each season, Copenhagen Fashion Week publishes an insider's guide with tips to shops, cultural institutions and things to do in Copenhagen from fashion industry profiles. Reaching press, influencers, buyers as well as end-consumers.

#### GIFT PLACEMENT

Coordination of gifts for invited guests	1.000 DKK
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The CFW secretariat coordinates and handles gifts for the press guests of CFW.

The gifts must be sent to the CFW office and will be placed in the guests' hotel rooms before arrival.

## CFW SERVICES

### **INFO**

The following services; concept development, production, art direction and communication are activations connected to commercial partnerships involving the official show calendar and event productions. The commercial partnerships are established by the CFW secretariat in connection with CFW

### **CFW CONCEPT DEVELOPMENT**

Case-based concept development in connection with partnership proposals.

### **CFW PRODUCTION & ART DIRECTION**

Case-based production and art direction in connection with a show on the official CFW show calendar or as part of a partnership activation.

### **CFW COMMUNICATION**

Case-based communication plan in connection with a show on the official CFW show calendar or as part of a partnership activation.

### **CASTING DAY**

Only executed with participation from at least 5 show brands. The CFW secretariat coordinates the communication between participating show brands and modelling agencies. All castings of the participating show brands will take place in one day, and the CFW secretariat provides all modelling agencies with information about the castings. The castings are hosted separately by the individual show brands.

### **OPENING LUNCH**

Main sponsor of The Official CFW Opening Lunch in the winter season and The Official CFW Opening Reception in the summer season. Sponsor package is custom-made upon request.