Mercedes-Benz PragueFashionWeek

Mercedes-Benz Prague Fashion Week

F/W 2017

report

MBPFW F/W17

March 17 - 24, 2017
location: Kotva - 3rd floor (entrance from the Rybná Street), Prague 1

MBPFW F/W17

Mercedes-Benz Prague Fashion Week where the fall - winter collections were presented was held from 17th to 24th March 2017.

With the curatorial selection of designers, rich accompanying program, local impact and international reputation, the fashion event confirmed its position as a unique business and cultural platform in the Czech Republic.

VISION

Promotion of the best of Czech fashion at home and abroad. Support and recovery of local industry with foreign overlap. Increasing competitiveness at the micro and macro level of the clothing sector.

MISSION

Mercedes-Benz Prague Fashion Week (MBPFW) is a business, cultural and social platform following the example of world fashion weeks.

During its three-year existence and unique concept under the leadership of CEO Lukáš Loskot, whose main goal is to promote Czech fashion in the domestic and foreign markets, MBPFW educates and changes the rules of the fashion and clothing industry and thus increases the awareness of fashion as a cultural heritage. During its existence, MBPFW has become principal and the biggest fashion event in the Czech Republic.

The MBPFW mission continues to deepen its position as the most important piece of local fashion industry that combines designers, craftsmen, traders, clients, buyers, suppliers and the media. In addition to supporting sales on the local market, MBPFW also focuses on strategic sales promotion at an international level.

MBPFW F/W17 IN NUMBERS

1 week

10 locations

11 500 visitors

22 fashion shows

20 Czech and Slovak designers and labels

8 evening cocktails

6 events within the main programme

6 media partners

9 events within the accompanying program

3 hosting foreign brands

1 charity night for the Tereza Maxová Foundation

1 Haute Couture show by Maison Francesco Scognamiglio

1 business conference

1 talent contest

1 258 900 people - the impact of social network posts by @MBPFW from 1st do 28th March 2017

200 press accreditations

CHATTY

Karolina Kurková at MBPFW F/W17

FW17 shows schedule

Všechny přehlídky se konají na adrese: Kotva — 3. patro (vchod z Rybné ulice, Praha 1) s výjimkou přehlídky Zuzany Kubíčkové.

Pokud není uvedeno jinak, přehlídky jsou přístupné na pozvání, akreditace STANDING a VIP vstupenky. Výjimku tvoří pouze eventy označené jako „na speciální pozvánky," které jsou přístupné pouze na speciální pozvání.

Držitelé zakoupených VIP vstupenek mají přístup na všechny módní přehlídky a veškeré eventy v hlavním programu MBPFW.

All shows are held at: Kotva — 3rd Floor (the entrance on Rybná Street, Prague 1) except for fashion show Zuzana Kubíčková.

If not stated otherwise, all shows are open for guests with invitations, accreditations, STANDING and VIP tickets. Events marked as "by special invitation" are only opened to guests with special invitation.

Holders of purchased VIP tickets gain access to all MBPFW fashion shows and main programme events.

Mercedes-Benz **PragueFashionWeek**

Sobota / Saturday 18/3/2017	Neděle / Sunday 19/3/2017	Pondělí / Monday 20/3/2017	Úterý / Tuesday 21/3/2017
14:00 MIRO SABO / DANIELA PESKOVA			
16:00 LA FORMELA / ALTER ERA	16:00 PETRA PTÁČKOVÁ / BLUE PAPER TALENT SUPPORTS JAN CERNY		
17:00 NEHERA by Blackout. — (na speciální pozvánky / by special invitation only)	17:00 VAN GRAAF JUNIOR TALENT 2017	17:00 IMRECZEOVA / SITUATIONIST presented by Mercedes-Benz	
	19:00 CHATTY	19:00 LUKAS MACHACEK / MICHAEL KOVACIK	18:00 KATEŘINA GEISLEROVÁ / TIQE BY PETRA BALVÍNOVÁ
20:30 PROČ NE?! CHARITY NIGHT FOR TEREZA MAXOVÁ FOUNDATION PRESENTS FRANCESCO SCOGNAMIGLO MAISON — (na speciální pozvánky / by special invitation only)	21:00 BLAŽEK	21:00 ZUZANA KUBÍČKOVÁ @BOCCACCIO BALLROOM — (na speciální pozvánky / by special invitation only)	21:00 JAKUB POLANKA — (na speciální pozvánky / by special invitation only)

Držitelé zakoupených VIP pasů mají přístup na všechny módní přehlídky a veškeré eventy v hlavním programu MBPFW. / Holders of purchased VIP passes gain access to all MBPFW fashion shows and main programme events.

ZMĚNA PROGRAMU VYHRAZENA / THE PROGRAMME IS SUBJECT TO CHANGE

#MBPFW, mbpfw.com, facebook.com/mbpfw, instagram.com/mbpfw

Blažek F/W17, location: Kotva - 3rd floor, Prague 1

International overlap

Since its inception, MBPFW aims to promote local industry also in the international environment. The number of foreign guests and media outputs with such a huge international reach is unique in Central Europe. MBPFW has become the only platform in the Czech Republic and one of the most important in Europe where foreign press, buyers, photographers, influencers and other professionals discover young talents.

Magdalena Frackowiak na MBPFW F/W17

Anders Sølvsten Thomsen / stylist / ex Love Magazine / London
Katherine Ormerod / businesswoman / Work Work Work / London
Maria Xochitl West / buyer / H.Lorenzo / Los Angeles
Sunny Patel / buyer / Axel Arigato / London
Emese Dobos / editor / Business of Fashion, Harper's Bazaar / Budapest
Tomi Paull / buyer / Other-Wise Showroom / Paris
Adam Katz Sinding / photographer / High Snobiety / Le 21éme
Maximilan Dorner / buyer / Temporary Showroom / Berlin
Giorgia Cantarini / buyer, editor / Vogue Italia, White Milano / Milano
Francesco Scognamiglio / Haute Couture designer / Milano
Magdalena Frackowiak / topmodel / Warsaw
Guillaume Roujas / photographer / Nowfashion
François Pragnère / independent photographer / Paris
Irakli Rusadze / designer of the brand Situationist / Tbilisi

Location: Kotva - 3rd floor, Prague 1

MBPFW & PROČ NE?! CHARITY NIGHT FOR THE TEREZA MAXOVÁ FOUNDATION PRESENTS MAISON FRANCESCO SCOGNAMIGLIO

Saturday evening, March 18, 2017 was a festive ending to the first fashion shows block of Mercedes-Benz Prague Fashion Week FW17 which aimed, as last year, to help.

After a successful auction in 2016 which raised CZK 1,250,000 and secured scholarships for 25 young people coming from children's homes, the organizers decided to merge fashion again with the help of the needy. In the evening, the first ever showcase of the haute couture fashion show in the Czech Republic took place. Designer who introduced the haute couture collection in Prague was longtime friend of Tereza Maxová, Italian designer Francesco Scognamiglio, whose gowns wear celebrities like Beyoncé, Rihanna or Lady Gaga. Also Magdalena Frackowiak, the Polish top model and Tereza Maxová's friend participated and supported the show and auction.

After the fashion show followed the charity auction. Seven unique works of art in the total opening price of 662 thousand crowns in the auction have been provided by Hospodářské noviny lifestyle magazine Proč ne?!, co-organizer of the evening. Among the auctioned items were GUN from the series of X-RAY sculptures by David Černý, pen Montblanc Heritage 1914 from a limited edition of 1000 pieces, Louis Vuitton luxury leather bag "Keepall Bandoulière 50" personified by painter Pasta Oner, unique photograph of Milos Forman from a Canadian singer and photographer Bryan Adams from a signed series of seven pieces, two tickets for the performance of the ballet genius Sergei Polunin in May in the National Theatre in Prague, including a personal meeting with the dancer, a unique Festka bicycle, Limited Edition for Nespresso made from the used Nespresso coffee capsules exclusively for the auction and two tickets for the haute couture show of Maison Francesco Scognamiglio, which will take place in July in Paris.

The role of the moderator and auctioneer, as well as last year, was taken by Lukáš Hejlík alongside the director of the Dorotheum auction house, Dr. Mária Gálová, who was an expert guarantee of the auction.

VAN GRAAF JUNIOR TALENT 2017

Within the Mercedes-Benz Prague Fashion Week, this year's competition for the title of the most talented younger clothing designer took place. Based on portfolios, the jury of the editors of prestigious Czech fashion magazines selected four finalists: Michaela Hriňová, Zoltán Tóth, Lukáš Krnáč and Adam Kost.

The absolute winner, who received the prize of 50,000 CZK and the show for the next MBPFW edition, was Zoltán Tóth.

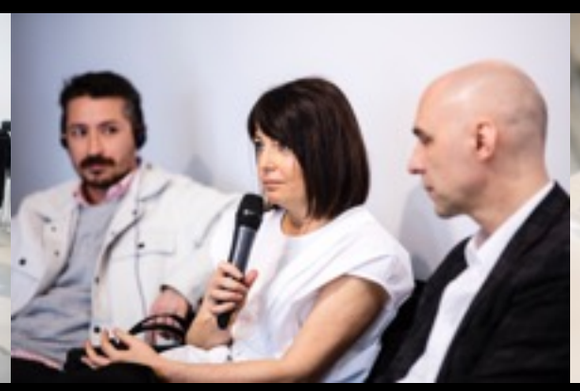
The competition also carried out an instagram campaign, which offered to win the entrance to the show itself. Competition photos of visitors were published under hashtags: #VANGRAAFJuniorTalent2017 and #MBPFW

Business Forward Forum 2017 by ČEZ & Forbes

The only business conference in the Czech Republic focused on 360° fashion and its promotion, sale, production, …

This year's panel discussions were focused on top-of-the-line topics of fashion business - local brands on the international markets and online strategy of the luxury brands. As well as in the past, the prominent international professionals, such as first-class fashion designer Anders Sølvsten Thomsen, renowned fashion publicist Katherine Ormerod, or representatives of successful home brands Prim and Nehera.

The partners of the conference are CEZ Group and Forbes magazine.



Location: Boccaccio Ballroom - Grandhotel Bohemia, Prague 1 / fashion show Zuzana Kubíčková

Leoš Mareš and Monika Koblížková at MBPFW F/W17

Marketing campaign

30 CLVs in Prague

campaign in cooperation with the Capital of Prague - posters in trams

Social networks

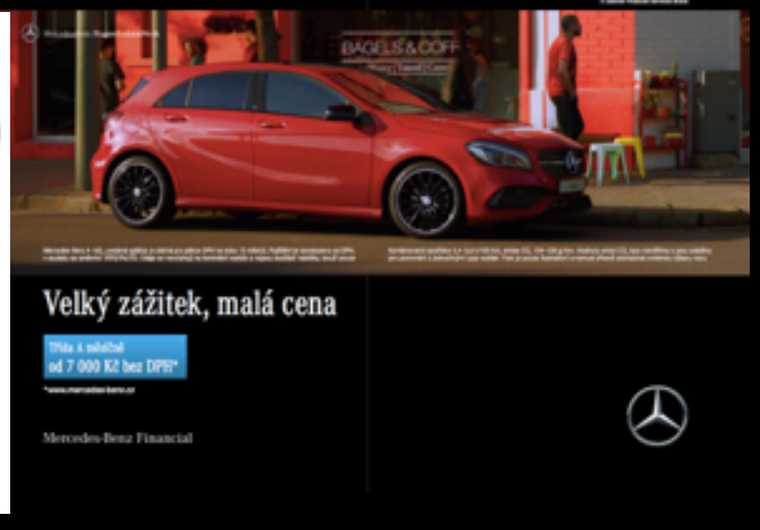
- Facebook 16.800 followers
  - impact of the posts: 1 258 900 people
- Instagram 5.500 followers
  - Insta Stories: 48.000 views

CLV campaign / Náměstí Republiky, Prague 1

6 advertising pages in print media of the partners of MBPFW

dolcevita ELLE BAZAAR marie claire proč ne?!

A unique concept which as the first one united the most important lifestyle magazines of the Czech Republic, which within the project make up their own events, cocktails, seminars and thus contribute to the significance of the project.



Media coverage

Marketing value of the project: 31 792 758 CZK

Impact on our own social networks: 1 258 900 users

Total outputs: 517

Range of outputs

- 51 - print media
- 433 - on-line media
- 7 - TV
- 5 - radio
- 22 - foreign online media

HIGHSNOBIETY.COM

VOGUE.IT

CRASH.FR

MARIECLAIRE.HU

total media coverage:

https://docs.google.com/spreadsheets/d/15dANDEsAnZDr_ILmWv0uCfL2FwxFXR5g6lYymnQL9ck/edit?usp=sharing

Note: Values referred to March, 28, 2017

Own prints

Blue Paper 09

- CZ / EN Magazine dedicated to the fashion, art, culture
- comes out twice a year
- articles and outputs with Czech and international personalities
- available in more than 150 distribution locations throughout Prague
- cost printing: 3.500 pieces
- space for advertisers

Guide

- special attachment of the Blue Paper
- informes about the designers, main and accompanying programme and other projects
- cost printing: 5.000 pieces
- space for advertisers

Miniguide

- pocket guide with programme and map of the places where the events are held
- space for logos of the partners
- cost printing: 10.000 pieces

Partner structure

Titulární partner/
Titular Partner

Partneři/
Partners

Hlavní partner a produkce/
Main Partner & Production

Hlavní Mediální partner/
Main Media Partner

Projekt se koná pod záštitou primátorky hlavního města Prahy Adriany Krnáčové./
The event is held under the auspices of the Mayor of Prague, Adriana Krnáčová.

Mediální partneři/
Media Partners

On-line partneři/
On-line Partners

Partneři Business Forward Forum/
Business Forward Forum Partners

Technická realizace/
Technical Realization

Poděkování/
Special Thanks

Předprodej vstupenek/
Tickets Pre-sale

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