Mercedes-Benz **PragueFashionWeek**

Mercedes-Benz

Prague Fashion Week

S/S17

report

MBPFW S/S17

1-7/9/2016

Fashion Shows

3-5/9/20016

Location: Kotva - supply garages, Praha 1

MISSION

Mercedes-Benz Prague Fashion Week (MBPFW) is a commercial, cultural and social platform and belongs to the group of worldwide Mercedes- Benz fashion weeks.

After more than two years of existence and displaying a new concept whose primary mission to promote Czech fashion at their homeland and abroad, but also to establish global fashion industry rules and to raise awareness about fashion and the local cultural heritage in the Czech Republic, the MBPFW became the most important and biggest fashion event within the Czech Republic.

MBPFW's mission is to continuously strengthen its position as the most important platform within the Czech fashion industry; bringing together designers, marketers, clients, suppliers and press. In addition to the local market approach MBPFW focusses on strategic sales promotions on an international level.

VISION

To promote the best Czech fashion at home and abroad. Support the revival of the Czech fashion industry.

MBPFW S/S17 autumn 2016

In September 2016 the Mercedes-Benz Fashion Week Prague presenting spring / summer collections for 2017 was the third autumnal event under the direction of Lukáš Loskot. The Selection of designers and a well balanced program with a fantastic international and domestic response only confirmed the position of it MBFW as the key platform in Czech fashion.

MBPFW S/S17 IN NUMBERS

10,000 visitors

16 fashion shows

22 Czech designers and brands

1 Location: Kotva - Supply garages, Prague 1

300 press passes

1 charity show organized by the Foundation of Kateřina Sokolová AUTTALK

1 Presentation of Danish designer Henrik Vibskov in collaboration with The Concept Store Room by Basmatee

6 events in the main program

8 events in the accompanying program

1 shopping night in Pařížská street in collaboration with Harper's Bazaar

1 conference focussing on the fashion industry

1 exclusive film premiere

location of MBPFW S/S17: Kotva - supply garages

Sobota / Saturday 3/9/2016		Neděle / Sunday 4/9/2016		Pondělí / Monday 5/9/2016	
		12:00	MIRO SABO / ALTER ERA		
13:00	VAN GRAAF JUNIOR TALENT CARD 2016: FILIP JAKAB & DANIELA PEŠKOVÁ / KATEŘINA PLAMITZEROVÁ	14:00	TIQE BY PETRA BALVÍNOVÁ / LUKAS LINDNER ATELIER	13:00	PETRA PTÁČKOVÁ
15:00	LAFORMELA / ZUZANA KUBÍČKOVÁ	16:00	HENRIK VIBSKOV S/S17 BY THE ROOM BY BASMATEE (NA SPECIÁLNÍ POZVÁNKY A VIP VSTUPENKY / BY SPECIAL INVITATION AND VIP TICKETS ONLY)	15:00	UMPRUM: ATELIÉR DESIGNU ODĚVU A OBUVI & ATELIÉR MÓDNÍ TVORBY
17:00	CHATTY	17:00	KLÁRA NADEMLÝNSKÁ / MONIKA DRÁPALOVÁ	17:00	ODIVI / LUKAS MACHACEK
19:00	KATEŘINA GEISLEROVÁ	19:00	PIETRO FILIPI CREATED BY DESIGNERS	19:00	JAKUB POLANKA
20:30	MERCEDES-BENZ NIGHT (NA SPECIÁLNÍ POZVÁNKY / BY SPECIAL INVITATION ONLY)	21:00	DOLCE VITA PRESENTS: MARTINA ŠPETLOVÁ (NA SPECIÁLNÍ POZVÁNKY / BY SPECIAL INVITATION ONLY)	21:00	FASHION CODE BY LUXURY BRAND MANAGEMENT (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

SS17 shows schedule

Linda Vojtová and Filip Hrivnak at MBPFW S/S17

location of MBPFW S/S17: Kotva - supply garages

INTERNATIONAL DIMENTION

As well as in the previous editions, important personalities of the world of fashion industry visited the Mercedes-Benz Prague Fashion Week S / S17.
The number of foreign guests and the number of media clippings mentioning MBPFW with a huge international outreach is unparalleled in Central Europe. MBPFW thus became the only platform in the country and one of the most important in Europe, where foreign press, buyers, photographers, influencers and other professionals come to discover young talents and present Czech fashion to a global audience.

MBPFW S/S17's GUESTS

Caroline Grosso | editor | W Magazine

Raoul Kiel | editor in chief | Schön Magazine

Eduardo Garcia Llamas | founder | Fucking Young

Adam Katz Sinding | photographer | Ie 21eme photographer | High Snobiety

Guillaume Roujas | catwalk photographer

Tomi Paull | buyer | Other / Wise Paříž

Yoshimitsu Kosai | buyer | Doshaburi Barcelona

Sunny Patel | buyer | LN-CC Londýn

James Brackenbury | buyer | Concrete showroom London & Paris

Alicia Fabrega Barrilero | editor | Vein Magazine

INTERNATIONAL PRESS

W Magazine | wmagazine.com

Schön Magazine schonmagazine.com

High Snobiety highsnobiety.com

Fucking Young fuckingyoung.es

Women's Wear Daily wwd.com

SPECIAL PROJECTS MBPFW S/S17

Pařížská Harper's Bazaar Shopping Night 2/9/2016

Thanks to the Mercedes-Benz Prague Fashion Week S / S17 Pařížská street alighted for one night.

In collaboration with Harper's Bazaar Czech Republic there were events for the general public to celebrate the world of fashion ..... and shopping.
The program of Mercedes-Benz Prague Fashion Week celebrated Czech designers this year as well as world renowned fashion houses and brands with boutiques within the Pařížská street and its surroundings.

Doors were open in 33 stores in the Pařížská street and its neighborhood.

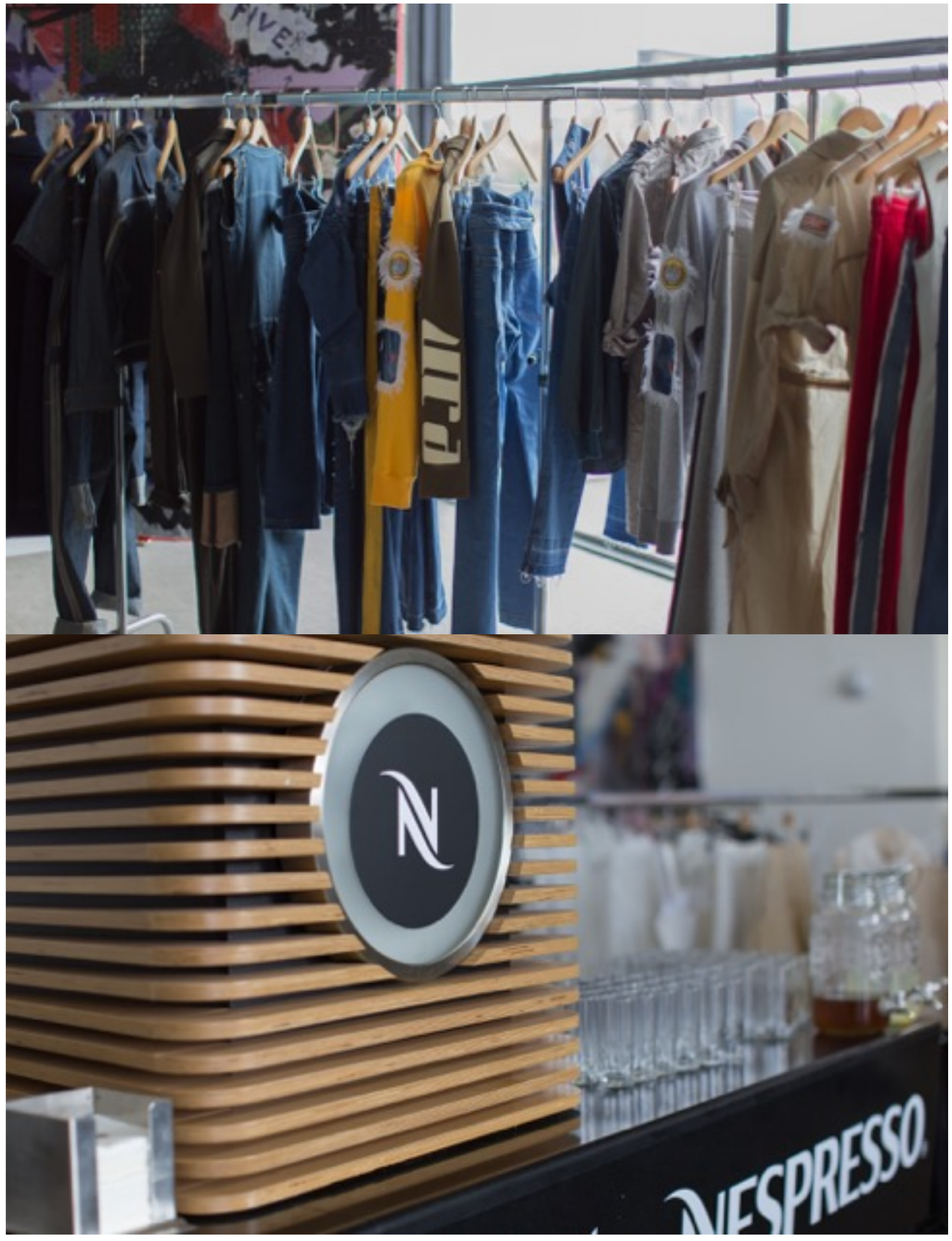
Leoš Mareš at Shopping Night

Re-See Showroom supported by Nespresso 6/9/2016

Mercedes-Benz Prague Fashion Week S/S17 strengthen its business side by presenting the Re-see Showroom where visitors were able to have a closer look at the collections presented during the actual show days.

This event provides a very unique opportunity as buyers, journalists and stylists are able to get acquainted with the different concepts and designs over a cup of Nespresso premium coffee.

The Re-see Showroom was placed at the unique area of The Chemistry Gallery which is known for its aim to link artistic disciplines and to combine the seemingly incompatible.



Autistic for Autistics | AutTalk 3/9/2016

The gala evening Mercedes-Benz Night for customers of Mercedes-Benz on Saturday, September 3rd was also a charity event for AUTISTA (a charity to support autistic people).The young Slovak designer Michael Kováčik, Kateřina Geislerová and Tereza Vu who all graduated at the prestigious London College of Fashion, introduced each unique pieces. These pieces were created from a painting made by 12 years old Matěj Hošek suffering from autism.. Marc Boderke, CEO of Mercedes-Benz Czech Republic,gave on this occasion a check worth 250,000 CZK to Kateřina Sokolová, founder and a member of the Executive Committee of the Foundation AutTalk as a direct support for the fund.

Pieces from the collection 'Autistic for autistics ' are on sale at the concept store The Border in Maiselova Street, proceeds from the sale of the collection Autistic for autistic individuals will be transferred to AutTalk fund, which aims to improve the opportunities of children with autism spectrum disorders and their families

speciální příloha | Dolce Vita září 2016

MARKETING CAMPAIGN

30 CLV around Prague

20 adpages in the printed media - partnerships
- **Harper's Bazaar**
- **Dolce Vita**

Social Networks
- **Facebook 15.800 followers**
- **Instagram 4.000 followers**

Marketing Value in Total

	number of units	Value (€)
TV	9	50765
Radio	5	4630
Print	39	519741
Harper's Bazaar		180300
Dolce Vita		134815
Online Media	364	123704
Foreign Websites	10	74074
Personal Blog	50	2778
	Total	**1090806**

ONLINE IMPRESSIONS	
Fans in total	20 356
Facebook	
Total Reach	209 000
Total Engagement	953 328
mbpfw.com page views	120 725

MBPFW's OWN PRINTED

Blue Paper 08

CZ / EN Magazine dedicated to fashion, art and culture, published twice a year
Articles and mentioning of Czech and international personalities
Marie Novakova, Daniel Lismore, Geo Wyeth
available for free at more than 100 locations in the Czech Republic
Space for advertisers
Circulation: 3,000

Guide

special supplement Blue PAPER
Information about the designers, the main and accompanying program and special projects
Space for advertisers
Circulation: 5,000

Miniguide

pocket guide with the program and maps of where the events will take place
Space for partner logos
Circulation: 10,000

Martina Šmuková at MBPFW

PR CAMPAIGN AND COVERAGE

477 press clippings in total
out of which **10** in the important international media

MEDIA PARTNERS
TV Prima, Harper's Bazaar, Dolce Vita, Proč ne?!, Žena.cz, Iconiq.cz

MEDIA COVERAGE

Lifestyle:
Harper's Bazaar, Dolce Vita, Elle, Marianne, InStyle, Glanc, OK! Magazín, CityLife, ZEN, Luxury Guide, Grade, CityMag

Newspaper & supplements:
Hospodářské noviny + Proč ne?!, Lidové noviny, Právo, Metro, Magazín MF Dnes

Zpravodajské a ekonomické tituly: Euro, Respekt, Týdeník Echo, Forbes

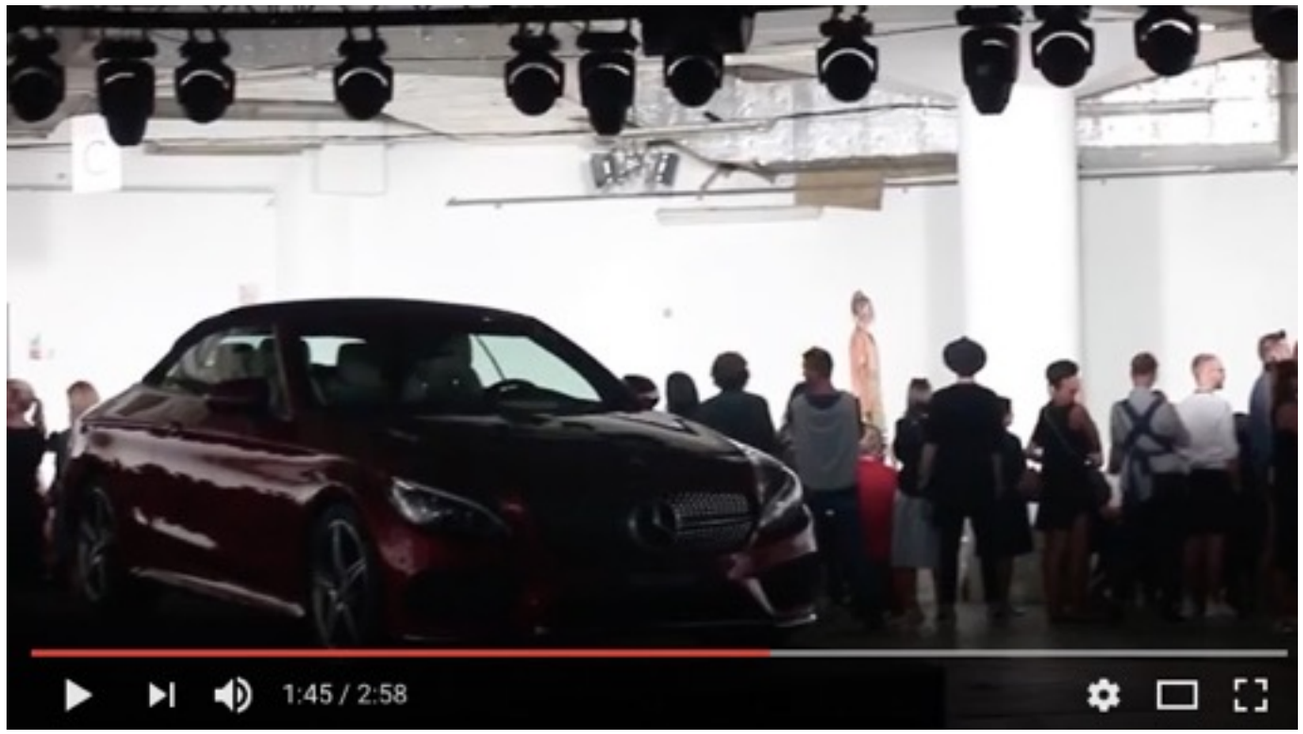
TV & Radio:
ČT24 – Události v kultuře, ČT Art, Prima TV Top Star, Prima TV Top Star Magazín, Radio Wave, Český rozhlas, Český rozhlas Plus, Radio Praha, Regina DAB Praha,

Online:
ihned.cz, lidovky.cz, iDnes.cz, aktualne.cz, forbes.cz, euro.cz, super.cz, blesk.cz, denik.cz, tyden.cz, elle.cz, iprima.cz, parizskaulice.cz, móc
& beauty blogy + youtube.com

International:
wmagazine.com, wwd.com, le21eme.com, highsnobiety.com, fuckingyoung.es, schonmagazine.com

VIDEO REPORT

https://youtu.be/3eUae5G_YHg



Gallery MBPFW S/S17

http://mbpfw.com/galerie/?event=97

Titulární partner/
Titular Partner

Hlavní partner a produkce/
Main Partner & Production

CZECHOSLOVAK MODELS

Hlavní mediální partneři/
Main Media Partners

Prima dolcevita BAZAAR

Partneři/
Partners

LBM KEVIN.MURPHY MAC THE DARLEN HOTEL

PSN UBER VAN GRAAF ACQUA PANNA FINE DINING WATERS S.PELLEGRINO NESPRESSO

SOHO RESTAURANT & LOUNGE cafe ~ cafe MARTINI Česko země příběhů

Poděkování/
Acknowledgement

Aurosa COINTREAU

Předprodej vstupenek/
Tickets pre-sale

GO OUT

Mediální partneři/
Media Partners

proč ne?! Žena.cz Iconia

CEO
Lukáš Loskot

Executive Director
Slávka Kumbárová
slavka@mbpfw.com

International Affairs
& Assistant to CEO
Tomáš Ric
tomas.ric@mbpfw.com

PR
Ruth Vojtěchovská
pr@mbpfw.com

Celebrity Service
Valérie Tošerová
valerie@mbpfw.com

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instagram.com/mbpfw

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