Mercedes-Benz Prague Fashion Week

SS18

report

MBPFW SS18

01 - 08 September 2017
location: Koloseum Štvanice - tennis courts, Prague 7

MBPFW SS18

Mercedes-Benz Prague Fashion Week which presented collections for spring-summer 2018, was held from September 1 to 8, 2017.

With the curatorial selection of designers, rich programme, local impact and international response, fashion shows have confirmed their 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 over three-year existence and unique concept under the leadership of CEO Lukáš Loskot, whose principal aim 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 SS18 IN NUMBERS

1 week

15 560 visitors

21 locations out of which 3 were show locations

20 shows

18 Czech and Slovak designers and labels

23 events

30 partners out of which 7 were media partners

1 shopping night

1 auspices of the Mayor of the Capital of Prague, Adriana Krnáčová

1 static presentation of the new collection

1 589 350 people - the impact of posts on social networks during fashion week

240 press accreditations

Top model Zuzana Stráská at MBPFW SS18

Mercedes-Benz Prague Fashion Week

SS18 shows schedule

Sobota / Saturday 2/9/2017	Neděle / Sunday 3/9/2017	Pondělí / Monday 4/9/2017	Úterý / Tuesday 5/9/2017
13:00 ADAM KOST / VAN GRAAF JUNIOR TALENT CARD 2017: ZOLTÁN TÓTH		13:00 UMPRUM: ATELÉR DESIGNU ODĚVU A OBUVI & ATELIÉR MÓDNÍ TVORBY / BFGU	
16:00 MIRO SABO / LUKÁŠ KRNÁČ	14:00 MI FASHION LABEL / IMRECZEOVA	16:00 ODIVI / JAN CERNY SUPPORTED BY THE ROOM BY BASMATEE	
	17:00 PETRA PTÁČKOVÁ / NEHERA BY BLACKOUT. THERAPY		
19:00 MICHAEL KOVACIK / ALTER ERA		19:00 BLAŽEK SUPPORTED BY ELLE MAN	
	20:00 ZUZANA KUBÍČKOVÁ Na speciální pozvánky Lokace: Hotel International, Koulova 15, Praha 6		20:00 | 23:00 LUKAS MACHACEK PRESENTATION & SHOWROOM OPENING Na speciální pozvánky Lokace: Spálená 21, Praha 1
20:30 MERCEDES-BENZ NIGHT Na speciální pozvánky		21:00 LAFORMELA SUPPORTED BY ESQUIRE	

Všechny přehlídky se konají na adrese: Koloseum Štvanice – tenisové kurty, Praha 7, není-li uvedeno jinak.

Přehlídky jsou přístupné na pozvánky, akreditace STANDING a VIP vstupenky. Výjimku tvoří přehlídky označené jako „na speciální pozvánky," které jsou přístupné pouze na speciální pozvání.

All shows are held at: Koloseum Štvanice – Tenis Courts, Prague 7 If not defined 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.

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

ZMĚNA PROGRAMU VYHRAZENA / THE PROGRAMME IS SUBJECT TO CHANGE

#MBPFW, MBPFW.COM, FACEBOOK.COM/MBPFW, INSTAGRAM.COM/MBPFW

Blažek SS18

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.

Adam Katz Sinding / Photographer / High Snobiety / Vogue Russia
Elena Bara / Editor / Vogue Italia / Milano
Florin Fratica / Photographer / Hype Beast / Berlin
Guillaume Roujas / Photographer / Nowfashion
Marcel Chucri / Buyer / Romeo showroom / Paris
Marcel Schlutt / Chief Editor / Kaltblut / Berlin
Martin Premuzic / Owner, buyer / Temporary Showroom / Berlin
Nana Suzuki / International multi label showroom / London
Sunny Patel / Buyer / Axel Arigato / London
Tomi Paull / Buyer / Other-Wise Showroom / Paris

Location: Koloseum Štvanice - tennis courts, Prague 7

Pařížská Harper's Bazaar Shopping Night #2

In the evening of September 1, 2017, selected boutiques presented their latest collections and opened their doors to the public for an extended opening hours from 6pm to 10pm.

The biggest celebration of fashion and shopping in the Czech Republic, in addition to all the trendsetters, celebrities and fashion lovers joined also known DJ Veronika Ruppert who made up the atmosphere of the whole promenade with her performance throughout the evening.

Besides the fact that the event was accessible to the general public and was promoted on social networks, the web and printed materials, it was also visited by clients of the boutiques. The most important clients received special invitations #MBPFW.

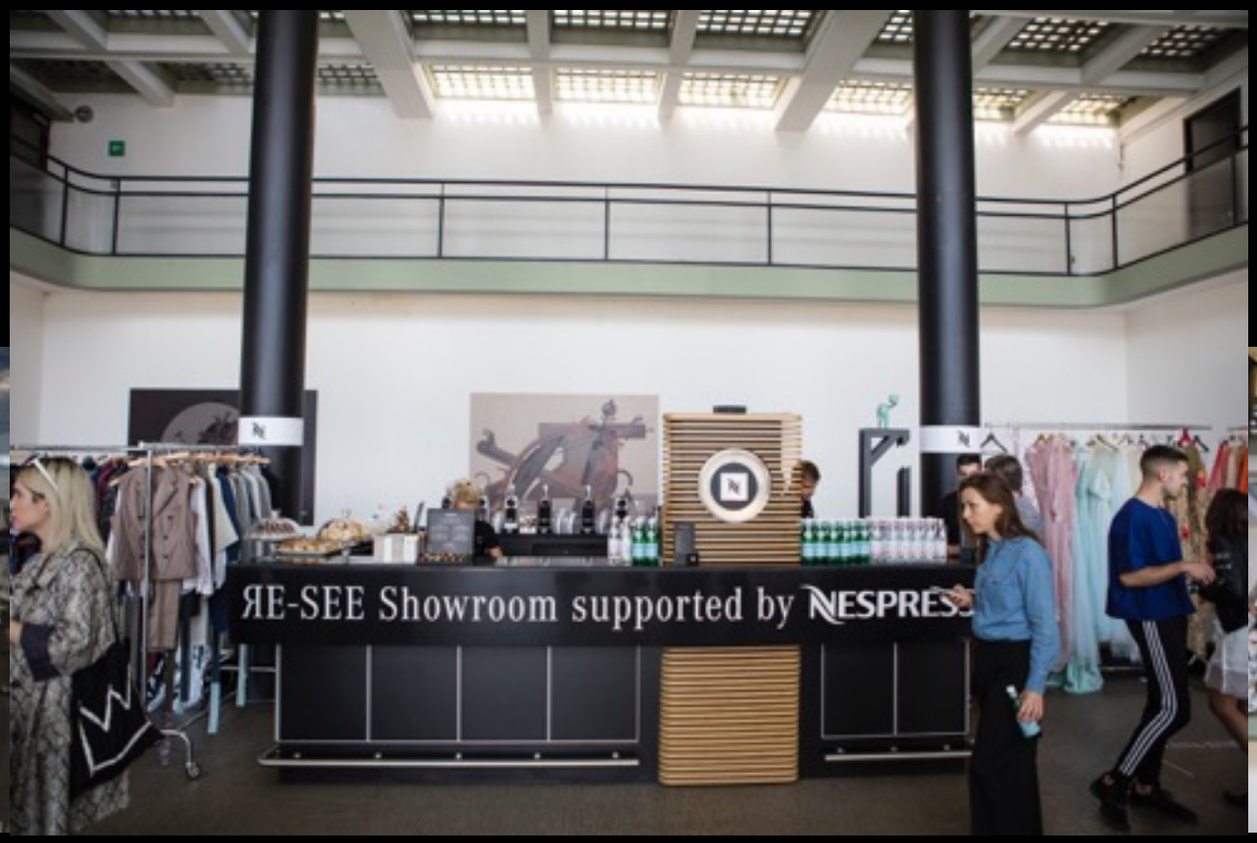
Visitors could enjoy MUMM champagne or use the make-up point Estée Lauder. The evening culminated in the private Acqua di Parma cocktail at the Hotel Emblem.

Boutiques that participated in the second shopping night: Audemars Piguet, Bottega Veneta, Bvlgari, Cartier, Ermenegildo Zegna, Hogan, Louis Vuitton, Nespresso, Pařížská 17, Rolex, Tiffany & Co., Zenith, BCBGMAXAZRIA, Breitling, COS, Diesel, Ingredients, Obsession, Rimowa, Salvatore Ferragamo, Tod's, Bally, Brunello Cucinelli, Carollinum, Dolce & Gabbana, Longchamp, Montblanc, PINKO, Roberto Coin, The Brands, Tory Burch.

Re-see Showroom supported by Nespresso & ELLE

After the end of the show-part of Mercedes-Benz Prague Fashion Week, the collections of all the designers were once again brought to a close to buyers, journalists, stylists and other fashion professionals as well as to the general public. For the fifth time, there was a popular Re-see Showroom, again with the welcome support of Nespresso's premium coffee and fashion magazine ELLE. The showroom's aim is to offer fashion designers and their audience a space for live meetings - the opportunity to look at the latest collections close and talk to designers present ther for most of time in person. Designers have a unique opportunity to get a direct feedback on their work, and experts and end customers can better map and learn current fashion, try out news for the upcoming season, and negotiate on potential deals. As it is already the custom of previous editions, Nespresso designed stylish café-bar and which made a pleasant atmosphere for visitors of MBPFW not only between the blocks of shows but also during the re-see showroom – whether with a cup of coffee or a glass of champagne. The ELLE Team has photographed a fashion editorial in the showroom with the selection of the latest collections. Whoever came, they saw not only what is for wearing in the spring/summer 2018, but they also experience how the ELLE fashion story is born.

Re-see Showroom supported by Nespresso & ELLE was held on September 5, 2017, from 2pm to 5pm in The Chemistry Gallery, Bubenská 1, Prague 7 – Holešovice.



Location: Hotel International - Koulova 15, Prague 6

Actor and moderator Lukáš Hejlík at MBPFW SS18

Marketing campaign

35 CLVs in Prague

Social networks

Facebook 17,650 followers

Instagram 6,500 followers

6 advertising pages in printed media of MBPFW partners:

dolcevita ELLE BAZAAR marie claire

PROČNE?! Esquire COSMOPOLITAN

CLV campaign on 35 points in Prague

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

advertisement / media partners

Media Coverage

grand total PR Value 32 363 951 CZK*

PR valuce (including TV): 22 834 991 CZK

total value print advertising: 9 528 600 CZK

impact on our own social networks: 1 589 350 users

total outputs: 483

TV: 10

Radio: 6

Print: 39 (HB, DV, Esquire, Elle, Proč ne?! (HN), Ego! (HN), Lidové noviny, Esprit (LN), Pátek (LN), Glanc, Marianne, Marianne Fashion, Moje psychologie, City Life (MF Dnes), For men, Svět ženy, Ona Dnes, Deník ženy, Katka, Respekt, Reflex, Blesk magazín, Faktor S, Marketing & Media, Fashion Retail.)

On-line: 428, from this 39 on foreign websites

Media coverage: https://docs.google.com/spreadsheets/d/1U30wfPrXs5AMbLFtCnggLEFZU40HYfjFxpGNhNaRKEI/edit?usp=sharing

*Values referred to October 24, 2017

Own prints

Blue Paper 10

- CZ / EN Magazine engaged in fashion, art, culture
- published twice a year
- articles and outputs with Czech and international personalities
- available in more than 150 distribution locations across Prague
- print 3,500 units
- space for advertisers

Guide

- special attachment of the Blue Paper Magazine
- information about designers, programme and special projects
- space for advertisers
- print 5,000 units

Miniguide

- a pocket guide with a programme and a map of where the events take place
- space for partner logos
- print 10,000 units

Photo Gallery SS18

https://www.dropbox.com/sh/9d0z0ff32zpivft/AADXAb7m0I20jSNQ_K9Z3vYHa?dl=0

Video Report SS18

http://bit.ly/2ziWTg8

When using photos, please indicate the source: MBPFW.

Partners structure

Titulární partner /
Titular Partner

Mediální partnerky /
Media Partners

dolcevita · ELLE · BAZAAR · marie claire

PROČNE?! · Esquire · COSMOPOLITAN

Partneři /
Partners

LBM · NESPRESSO · KEVIN.MURPHY · Douglas

Hlavní partner a producent /
Main Partner & Production

CZECHOSLOVAK MODELS

Hlavní mediální partner /
Main Media Partner

Prima

SOHO · cafe ~ cafe

VAN GRAAF · UBER

Česko (nemá příběhů) · Česká centra / Czech Centres

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.

PRAHA
PRAGUE
PRAGA
PRAG

Technická realizace /
Technical Realization

Indep

Poděkování /
Special Thanks

H&M · Žena

On-line partneři /
On-line Partners

tiscali.media

Předprodej vstupenek /
Tickets Pre-sale

GO OUT

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