

TORINOFASHIONWEEK

27 th june_ 3 rd july_ 2K18

- **WHAT is TFW**__
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- **OFFICE**__
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TORINOFASHION**WEEK**

TORINOFASHIONWEEK

The Torino Fashion Week (TFW) project became, in few editions, an important appointment for the fashion industry.

The city of Turin represents a pit stop for fashion beginners, addressing, in that way, to emerging fashion designers who work in a very exciting environment finding inspiration from the new trends and innovation released by the city and from the huge tradition the territory has from the very past, with his famous Italian textiles' brands and manufactures companies.

After the success of the 2016 and 2017 editions, the 3° edition of the TFW is willing to confirm the position of **the city as Fashion and textile hub where tradition and innovation can meet in a perfect synergy.**

This ambitious event restored to the city of Turin its fashion image, without competing with other Fashion Week, but creating a very personal identity.

It's addressed to the huge crowd of designers, textiles' labs and manufactures companies who live here, that contribute to create the identity of the city: an innovative smart and dynamic city oriented towards innovation, design and fashion with a deep attention to technology development.

The event is also characterized by its' international dimension: it calls a global audience of companies, brands, experts and fashion designers from all over the world.

Torino Fashion week became a regular appointment with a specific soul focused on one hand on the **innovative and the emerging dimension of the fashion industry** and, on the other hand, on the specific and so cherished issue of the **Modest Islamic Fashion.**

The Muslim market is so important and represents a huge part for our economy.

The attention on this fashion market increased enormously in the last years and it will increase more. Torino is so proud about this important involvement in a such big event of this branch of the fashion industry that gives to the Torino Fashion Week an important character that diversify the event from the other fashion week.

The Modest fashion is influencing also our designers and this is an important aspect that facilitate synergies and innovation among our cultures, producers and entrepreneurs.

The partnership with the Islamic Fashion and Design Council represent a serious milestone to focus on such a relevant issue as the Modest Fashion is.

TORINOFASHIONWEEK

- PIEDMONT REGION

Piedmont Region has an important history and a unique position right at the centre of the system of European development. With France on its western border and Switzerland on its northern one, Piemonte is naturally endowed with a strategic position in Europe and in the Mediterranean area, right at the crossroads of the main routes between the north and south, east and west. Piemonte is part of the Mediterranean Alps Euroregion, an area with 17 million inhabitants, over € 490 billion GDP and exports for € 110 billion.

As part of the European Union, companies located in Piemonte access to the world's richest consumer market of 500 million people, over 330 million of whom work in the single currency.

- BIELLA DISCTRICT

- The province of Biella, in the north-east of Piemonte, forms a wool-textile district, a fine expression of quality made in Italy products. The strong propensity for innovation and design, accompanied by the traditional production of the highest quality fabrics, means that Biella's textile industry continues to play a key role in the world, with a strong international calling, especially for the European and Asian markets.

- The textile district

The textile industry in the province of Biella is well known throughout the world for its traditional production, with over 1,200 companies, 18,000 employees and turnover of € 3.4 billion. The Biella industrial district is the home to wool, spinning and combing factories, dye-works and finishers, which complete a production chain technologically advanced also in the protection of the final consumer's health and the environment. The traditional sector of "fashion textiles" maintains a significant role and is renowned worldwide for the highest quality of its products for the clothing and fashion industry. About 50% of textile production is exported to more than 100 countries around the world.

The key factors of the success of the Biella district include the experience of local enterprise, its consolidated know-how and technological heritage together with elements of design applied to the final product that strengthen the competitiveness of the industry on the international markets, also thanks to the fame of brands known throughout the world.

TORINOFASHIONWEEK

New specializations in the textile sector

In order to re-launch the Biella district, the new horizons of the textile industry combine the traditional experience of local companies with innovative technical applications: the consolidated local know-how can be converted to new textile specializations, in particular in the sector of highly innovative technical textiles. Diversification looks above all to the following sectors of application:

- Nautical textiles (textile furnishings and materials for boats)
- Medical textiles (hygiene and health products, prostheses, extra-corporeal devices)
- Textiles for furnishings (production of furnishing fabrics, curtains, coating with a high stylistic and technological content)
- Textiles for buildings and bio-construction (research and applications for polymer, textile and hybrid materials to be applied also in the field of energy efficiency).

Textile machinery

Thanks to its industrial specialization, the Biella area has seen the rise and growth of numerous textile engineering companies that produce technologically advanced machinery for spinning, dyeing and finishing, and production process automation and control systems.

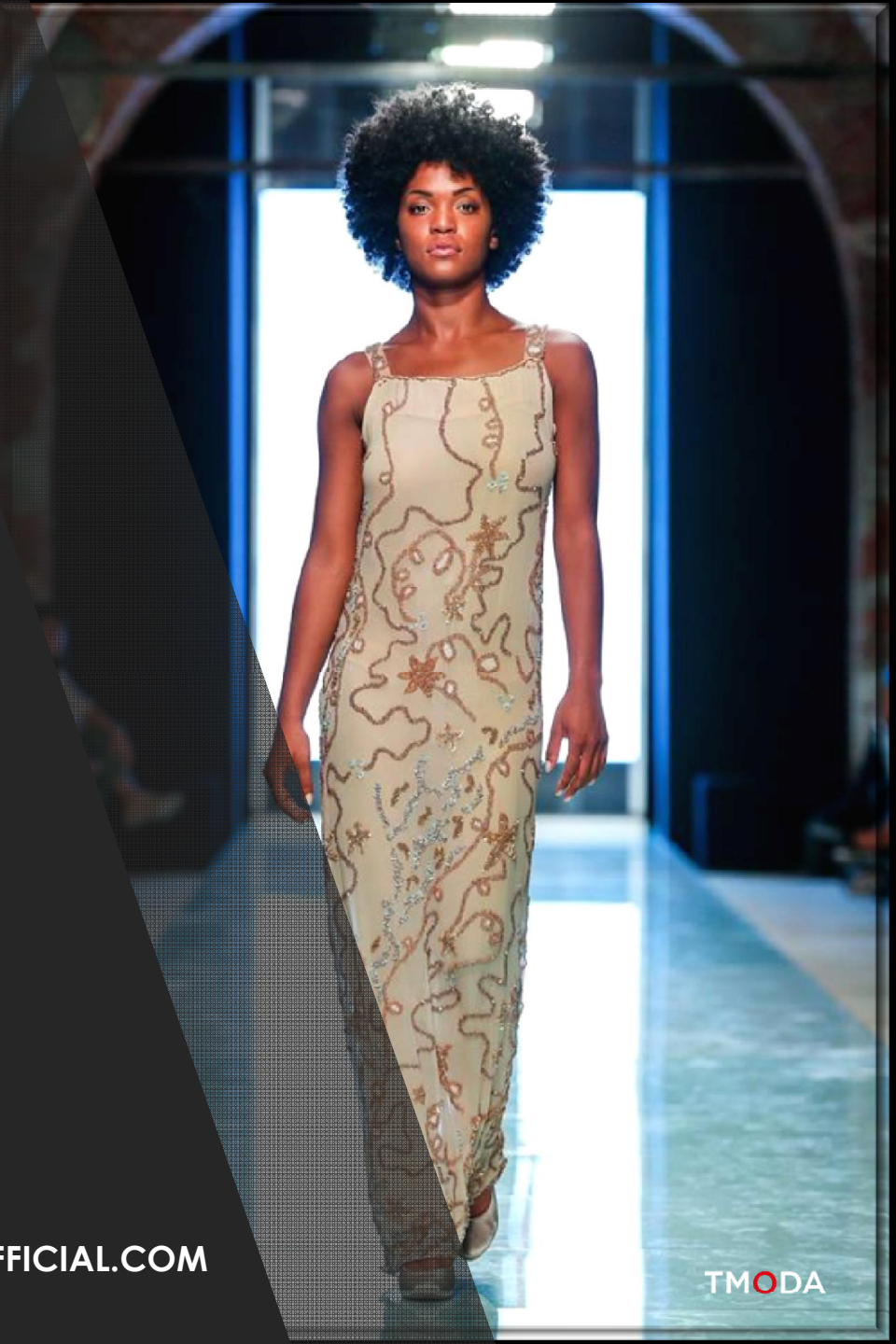
The Biella textile machinery sector is highly specialized with over 50 companies and 2,500 employees. It exports 50% of products, holds numerous international patents and has more than 40,000 textile machines installed in over 40 countries around the world.

TORINO FASHION WEEK

• LOCATION

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TMODA



TORINO FASHION WEEK



From train workshops to workshops of ideas
The new life of the OGR, redeveloped and returned to the city.

www.ogr.it

TMODA

The OGR - Great Reparation Offices,

a majestic industrial complex of the late nineteenth century in the heart of Turin, have been protagonists of the city's growth for over a century. Following the closure of the early 90's, abandonment and degradation led to the demolition, and then annihilated. In 2013, the CRT Foundation acquires the H-shaped building of approximately 20,000 sqm and 16 m high, the offices and areas discovered and, through the OGR-CRT Company, initiates the upgrading.

Thousands of days have been needed to return to the city the new heart of creativity, culture and spectacle projected to the world. One hundred million euros invested by the CRT Foundation for the revival of the OGR, the "cathedral" of Turin's industrial history.

High technology solutions, environmental accessibility for all, are the guiding principles of the great restructuring and recovery of OGR: from former workshops for the repair of trains to new Offices of Contemporary Culture , innovation and enterprise acceleration at international level.

OFFICINE NORD_

the culture space_ where visual and performing arts meet.

A vision accomplished by weaving together creative ideas and values with the tools and languages provided by the newest technologies.



The spaces, designed to be multi-functional on a total area of about 9,000 square meters (200 meters in length), will host, in continuous rotation, exhibitions, shows, concerts, from classical to electronic music, theater events, dance and even experiences of immersive virtual reality, in a real digital gallery. In particular, visual arts will be located at the three “binari” on the west side of Officine Nord, performing arts in the east wing, which has maintained its original name of “Sala Fucine”: it is provided with a variable height stage (the volume of which creates a “box in a box” effect), movable and retractable grandstands for the audience and a control room.



The core of Officine Nord is the “Duomo” - an imposing 19 metres high hall where train coaches used to be propped up vertically for repairs – which will be used for seminars, conferences and workshops, thus underlining the radical change of mission, from train repairs to producing and “overhauling” ideas. Some of the graffiti on the walls, traces of the building’s past, have been preserved to make them visible to the public, with references to bygone times continuously influencing contemporary times.



A fashion show runway scene featuring several models. The central model is wearing a vibrant green turban and a dark, floral-patterned suit. To her right, two other models are seen from behind, wearing light green and grey outfits with colorful headpieces. The background shows a brick wall and a spotlight illuminating the runway.

TORINO FASHION WEEK

• B2B

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Torino FashionMatch 2018 _ Brokerage Event

BILATERAL MEETINGS	
Participants	149
Meetings	511
PARTICIPANTS	
Argentina	1
Australia	2
Bahrain	1
Belgium	1
Bulgaria	1
Canada	4
China	2
Czech Republic	1
France	7
Hungary	1
Indonesia	8
Italy	66
Lebanon	1
Malaysia	5
Netherlands	9
Norway	1
Oman	1
Pakistan	5
Portugal	2
South Africa	11
Sweden	3
Switzerland	1
Tanzania, United Republic Of	3
Tunisia	13
Turkey	3
United Arab Emirates	3
United Kingdom	3
United States	7
Total	166

Unioncamere Piemonte will organize the third edition of TorinoFashionMatch 2018, a brokerage event focused on *Textile and Fashion Industry* where companies, fashion designer, agents, producers, distributors and brands active in fashion and textile, can meet potential business and technological partners.

The Event will be organized in the framework of the third edition of the Torino FashionWeek (27th June – 03rd July 2018), 7 days of fashion catwalks, meetings, workshops and events. After the success of the 2016 and 2017 editions, this year the event is willing to confirm the position of the city as Fashion and textile hub where tradition and innovation can meet in a perfect synergy. Torino represent a pit stop for fashion beginners, addressing, in that way, to emerging fashion designers who work in a very exciting environment finding inspiration from the new trends and innovation released by the city and from the huge tradition the territory has from the very past, with his famous Italian textiles' brands and manufactures companies.

The b2b is realized in collaboration with the [Enterprise Europe Network](#) (EEN) and supported by the [EEN Sector Group Textile and Fashion](#) committed to bring European fashion and textile producers together to enhance opportunities and commercial partnerships. Through joint activities the Sector Group supports creative companies finding partners for joint projects, exploring new markets as well as sharing knowledge, ideas, innovation and inspiration.

Torino FashionMatch b2b will allow participants to get together with the most promising business partners in pre-scheduled meetings. Besides a look book, participants have the possibility to bring 3 items of their collection to the EEN B2B area for demonstration purpose only during the meetings.

Unioncamere Piemonte, as member of EEN, will manage the international matchmaking event and will host a dedicated workshop on wearable technologies and fashion addressed to the interested participants involved in the fashion industry.

REGISTRATION WILL BE AVAILABLE BY FEBRUARY 2018

UNIONCAMERE PIEMONTE

The Regional Union of the Chambers of commerces of Piedmont Region

Promotes the development and valorize enterprises, Unioncamere Piemonte launches initiatives to facilitate the development and valorization, at home and abroad, of the economy and productive sectors of the region by providing support and coordination to the institutional activities of the Associated Chambers.

Being member of the [Enterprise Europe Network](#) (EEN) Unioncamere Piemonte provides support for the internationalization of sme's supporting their innovation, internationalization and their potential growth through tailor made actions.

Unioncamere is also member of the Sector Group textile and Fashion within the EEN network providing support to clients working in the textile and fashion industry. Through joint activities, within 20 members coming from 18 different countries, the Sector Group supports creative companies finding partners for joint projects, exploring new markets as well as sharing knowledge, ideas, innovation, inspiration and international fairs and events.

This is the mission of the Union of Chambers of Commerce of Piemonte, the association of Chambers of Piedmont Region, the institutional voices of a system of approximately 460,000 enterprises, including 1,900,000 employees.

UNIONCAMERE

PIEMONTE



TORINO FASHION WEEK

• OFFICE

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PALAZZO SAN LIBORIO

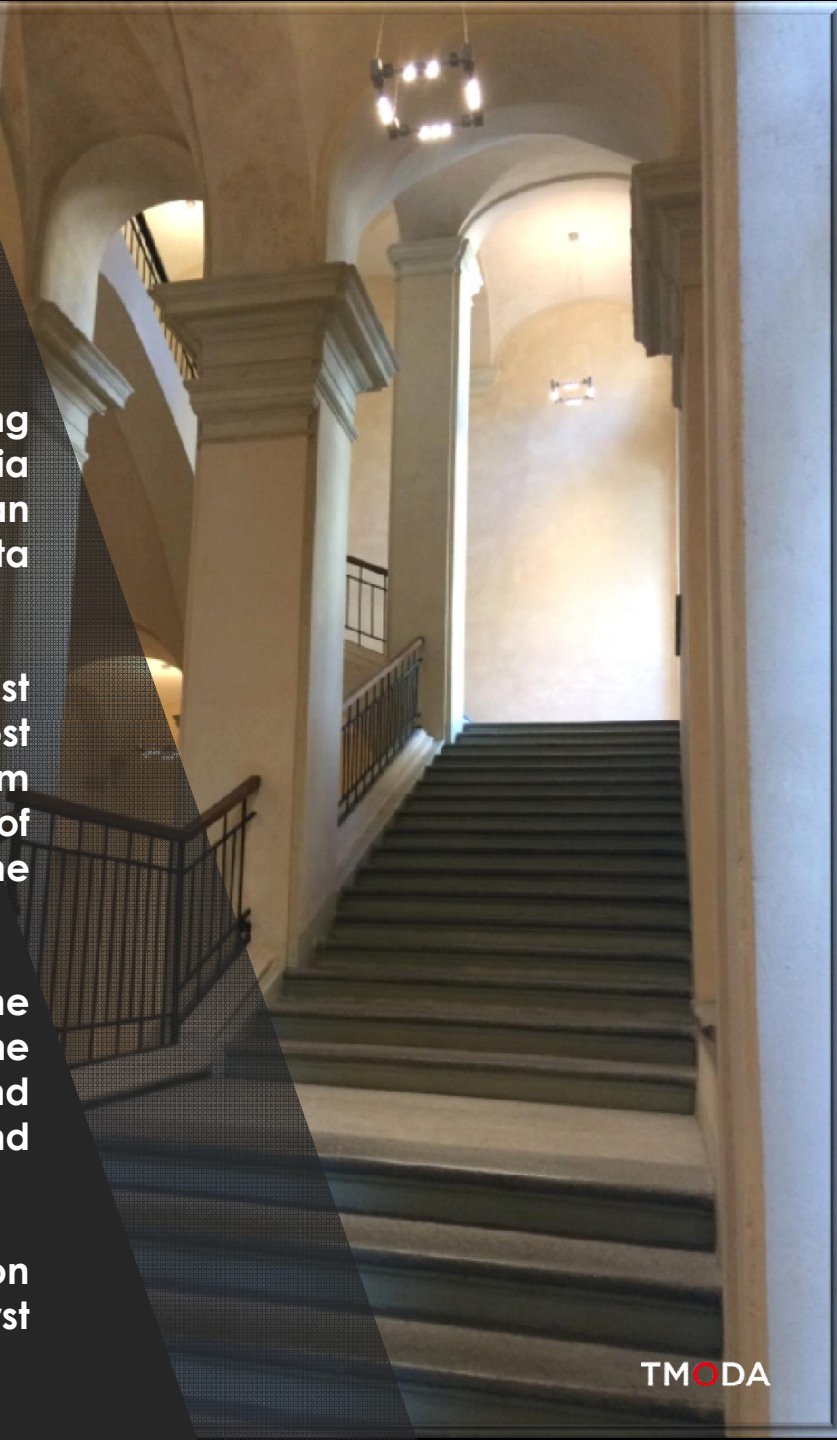
Via Bellezia 14_ Torino

The building affected by this project of building renovation is Palazzo San Liborio, located in Via Bellezia inside the perimeter of the quadrilateral of the Roman plant of Turin, in the isolation between the streets of Santa Chiara, San Domenico and Milan.

The great time span along which the events of socialist order have followed, is such as to give rise to the most important signs of the evolution of the built system - from the late Roman period, through the period of appropriation of the Dominican brothers until the nineteenth century - which are still visible to this day.

The settlement of the Friars of the Order of the Dominicans, which took place in Turin at the end of the 13th century in conjunction with other beggars and preachers, overlapped the pre-existing Roman and medieval buildings.

As described by Promis, the first planimetric configuration of the Sancti Dominici Island dates back to the first Augusta Taurinorum fabric of the eastern era.



TORINO FASHION WEEK

• MEDIA

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a) a special double page on La Stampa ed. National for the institutional presentation of the Turin fashion week. (date to be established, post-press conference - preferably on Saturday)

b) the opening of a special section dedicated to La Stampa.it (from 28/6 to 12/7), in which all contents (both the special paper and also the photographic galleries and video provided by Torino Fashion Week) to widen institutional visibility on a public and a basin completely different from the "paper"

c) 3,000 copies on improved paper of a poster dedicated to fashion designers and fashion designers to be distributed to you as the official TFW program - with the introduction of the fashion calendar.

Islam etica e business

Comincia oggi a serpeggiare fra i cuori il taglio di Torino Fashion Week, un'occasione della moda e business, un'occasione di incontro e di dialogo. Il 28 giugno, a Torino, si aprirà il Fashion Week, una settimana di incontri e di dialogo. Il 28 giugno, a Torino, si aprirà il Fashion Week, una settimana di incontri e di dialogo. Il 28 giugno, a Torino, si aprirà il Fashion Week, una settimana di incontri e di dialogo.

Torino va di moda

Una settimana di sfilate e incontri con i nuovi stilisti. La città vuole tornare a dettare le leggi dell'eleganza.

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28 photos

VIEW GALLERY

Menu **VOGUE** ITALIA

Modest Fashion protagonista alla Torino Fashion Week

← **28 photos** →

VIEW GALLERY

Vogue.it "news", that is, branded content produced by editorial staff, on photographic material and texts provided by Torino Fashion Week. In order to maximize visibility, we can leverage the great traffic of vogue.it (2.7 million unique users a month) and make 3 content / news on Vogue Italia's site. For each news there will be 2 social launches on the facebook page of Vogue Italia (2 million fans).

REUTERS

Founded over 160 years ago, Reuters is today the agency of press international more multimedia great in the world .
More on 200 seats in world.
Over 2,600 journalists, 600 photo journalist, 300 video operators in staff.

Press Agency of the Republic Popular Chinese

Founded in 1931, it is today the largest Press Agency of the Republic Popular Chinese and leader in Asia.
Over 2,600 journalists, 500 photographs in staff e 10,000 collaborators in the world.
50 offices in China and 180 in the world.
A circuit beyond 26,000 customers, with news published in 8 languages.

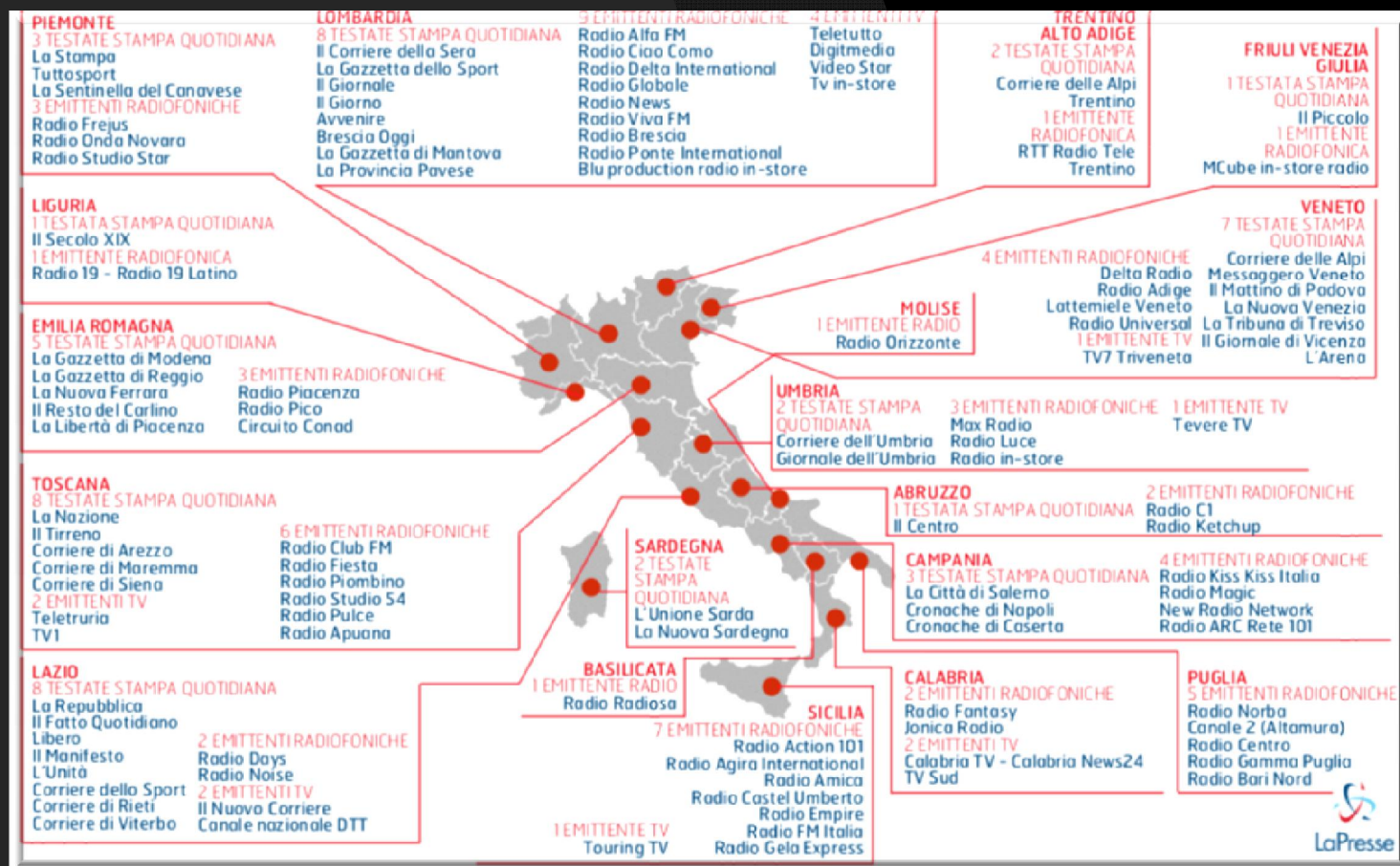
EFE

The first agency of world printing in Spanish and Spanish fourth overall.
40 locations in the world and a presence in 180 city of 120 countries, with a network of 3,000 professionals.
A circuit beyond 2,500 customers and beyond 145 million people achieved in Spain and Latin America.

PRESS ASSOCIATION

Press Agency national kingdom United Kingdom and Ireland, with over 145 years of age history. !
Location in London e editorials throughout United Kingdom e Ireland !
A daily flow of 150,000 words and hundreds of photos and video.

The cover of no. 2 - 3 preparatory events + press conference + 7 evenings (h 20.00 - 24.00) relating to the "Torino Fashion Week 27 June / 3 July", according to the following details: NEWS - Participation in the events of a LaPresse journalist for news reporting (original content other than the text of the press release and drafting of extra contributions, such as interviews with designers, guests, representatives of the institutions) and co-ordination of parallel communication to the press office; - Distribution of news in Italy through the introduction of the LaPresse newsletter in Italian and national distribution directed to all the subscribers of LaPresse 7 days out of 7, real time (about 93% of the publishing market - followed by daily newspaper detail - and broadcast).



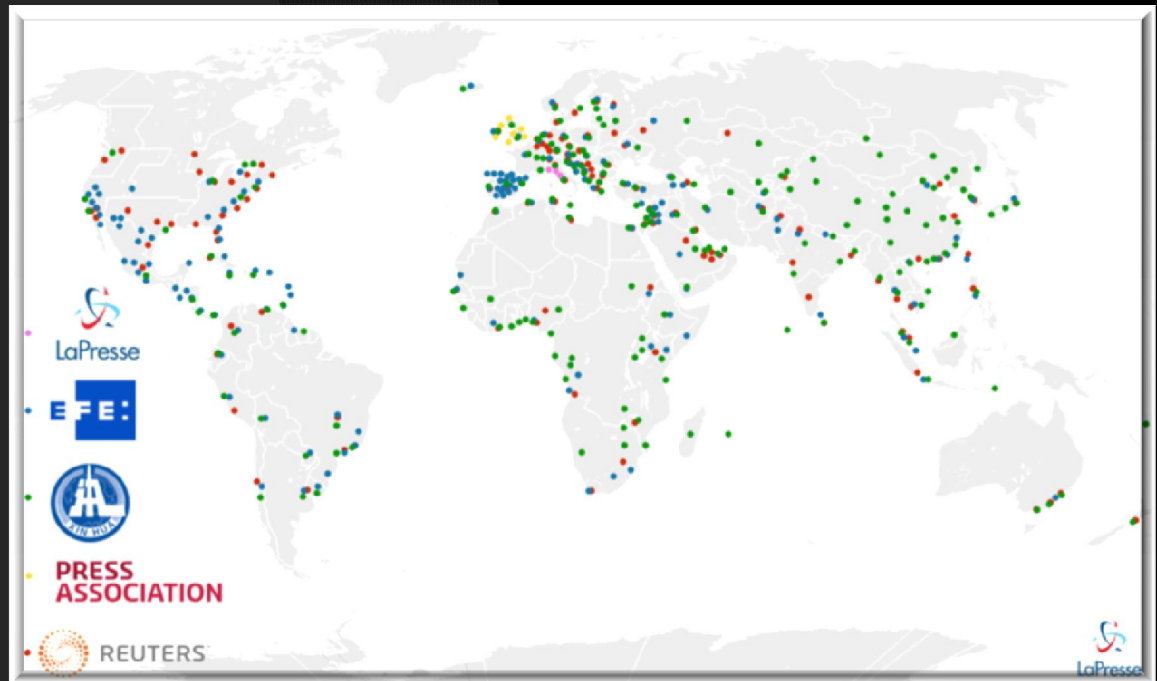
Spreading news abroad by entering in the LaPresse newsletter in English distributed 7 days a week, as real time information, to our international agencies and made available for publishers and broadcasters worldwide and to subscribers of the international English bulletin. Publication of the news on the portal lapresse.it - Reporting on radio news releases produced by LaPresse and broadcast on radio frequency frequencies in 14 editions per day.

PHOTO

- Photographic services of specific events, with real-time transmission of content produced and satellite distribution; The material will be available for any PR use and press office and on all media owned TModa newsletters (newsletter, house organ, corporate magazine, intranet, corporate TV, website, social media, etc.) ; - Distribution of pictures produced by news to publishers who receive the LaPresse photo stream (93% of Italian publishers and broadcasters are subscribed to the LaPresse photographic feed and receive daily photographic production) .

VIDEO

- Video shooting of specific events, with real-time transmission of content produced and distributed by satellite; - The material will be available for any PR use and press office and on all media owned TModa newsletters (newsletter, house organ, corporate magazine, intranet, corporate TV, website, social media, etc.) ; - Distributing video clips to publishers who receive the LaPresse video stream and publish it on the LaPresse site.



Radio Veronica One

started and inserted in its programming a short voice called "Fashion and Beauty", which is aired every evening, in a time with a large catchment area, in line with the news of the eighteen.

"Fashion and Beauty" is curated by Martina Luchena (fashion blogger and Influencer), who manages the contents, ranging from cosmetic novelty, fashion trends and any other novelty that is considered interested for the huge audience of enthusiasts who daily support the program, as stated by the increase of "followers" and "like" on social profiles.

"Fashion and beauty", taken note of its potential, has launched, in 2018, a program of implementation of content, which provides agreements with qualified sponsors and an extension and diversification of the behavior of the program with greater involvement of the internal press office which, notoriously, enjoys great appreciation from the workers and from the devoted public.

With reference to the previous paragraph, the collaboration with TFW, is seen by RVO, as an enrichment element.

This new collaboration will integrate, develop and innovate the program's proposals for the upcoming years.



TORINO FASHION WEEK

• WORK IN PROGRESS

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DAY CAMP – Torino Fashion Week (TFW)

The EXPEDIO Lab 4.0 project conceived by IIS Primo Levi of Turin and funded by the Ministry of Education, University and Research to create co-working spaces in which to experiment with informal forms of learning and support for new entrepreneurship in sports related industries , wants to make a contribution to the growth of a new generation of managers of the future, within a scheme where entrepreneurship is grown, where the real work school alternation is implemented, where the dual career of students / athletes is supported and where informal learning programs are developed, through sport, business culture, citizenship education and technology fundamentally. Within this project are the DAY CAMP: days of study on professions, products, methodologies, dynamics in the world of industry and sports associations. The LISS students (Liceo scientifico at sports) of Primo Levi have positively evaluated the proposal to participate in the organization of the Torino Fashion Week 2018 (TFW), implementing a program divided into two activities mainly:

- to collaborate in the collection of adhesions from Italian and international companies producing sportswear for the creation of a fashion show in the context of TFW;
- collaborating in the organization of a half-day event dedicated to technology, innovation and professions that revolve around the world of sports fashion (design, smart fabrics, manufacturing processes, product marketing ...).

To guarantee the success of the initiative, the activities will be carried out under the guidance of the **Enterprise Europe Network**, represented as part of the Expedio LAB 4.0 project by Unioncamere Piemonte and CONI Piemonte, in collaboration with EPSI - European Platform of Sport Innovation, also they are Expedio partners.



con il supporto di



_ Collaborations

Unioncamere Piemonte_Regional Union of Chambers of commerce of Piedmont region

<http://www.pie.camcom.it/C/ITT/Page/t11/view.htm?idp=881>

EEN_Enterprise Europe Network,_ <http://een.ec.europa.eu/>

UE_European Commission_ ec.europa.eu/commission/index_it

USARCI_Local Business and Buyers Association, <http://www.usarci.it>

IUCAB_International Alliance of national independent sales company Organisations

<http://www.iucab.com/it/index.php>

CCIAA TO_Turin Chamber of commerce _ www.to.camcom.it

UNITO_University of Turin_ Management Dep, <http://www.management.unito.it/do/home.pl>

TNE_Torino Nuova Economia_ http://www.torinonuovaeconomia.it/index_ita.php

CEIP_Piedmont Agency for Investment, Export and Tourism <http://www.centroestero.org/index.php?lang=ita>

IED_Istituto Europeo di Design_ <https://www.ied.it>

EBT_ Exclusive Brands Torino_ <http://www.exclusivebrandstorino.it/>

_ International Collaborations

IFDC_Islamic Fashion and Design Council (Dubai) www.ifdcouncil.org

CHINA FASHION WEEK (Shanghai e Shentzen), www.fashion.org.cn

INDIA INTIMATE FASHION WEEK www.iifw.co.in

BEVERLY HILLS MODEST FASHION WEEK (Beverly Hills) islamicmodestfashionweekend.com/

_ Countries involved in the project and n. of participants

_ IFDC (24 FD)

_ New York (8 FD)

_ USA (8 FD)

_ Egitto (8 FD)

_ Qatar (8F D)

_ China (8 FD)

_ South Africa (8 FD)

_ Argentina (4_ 8FD)

_ Peru' (4_ 8 FD)

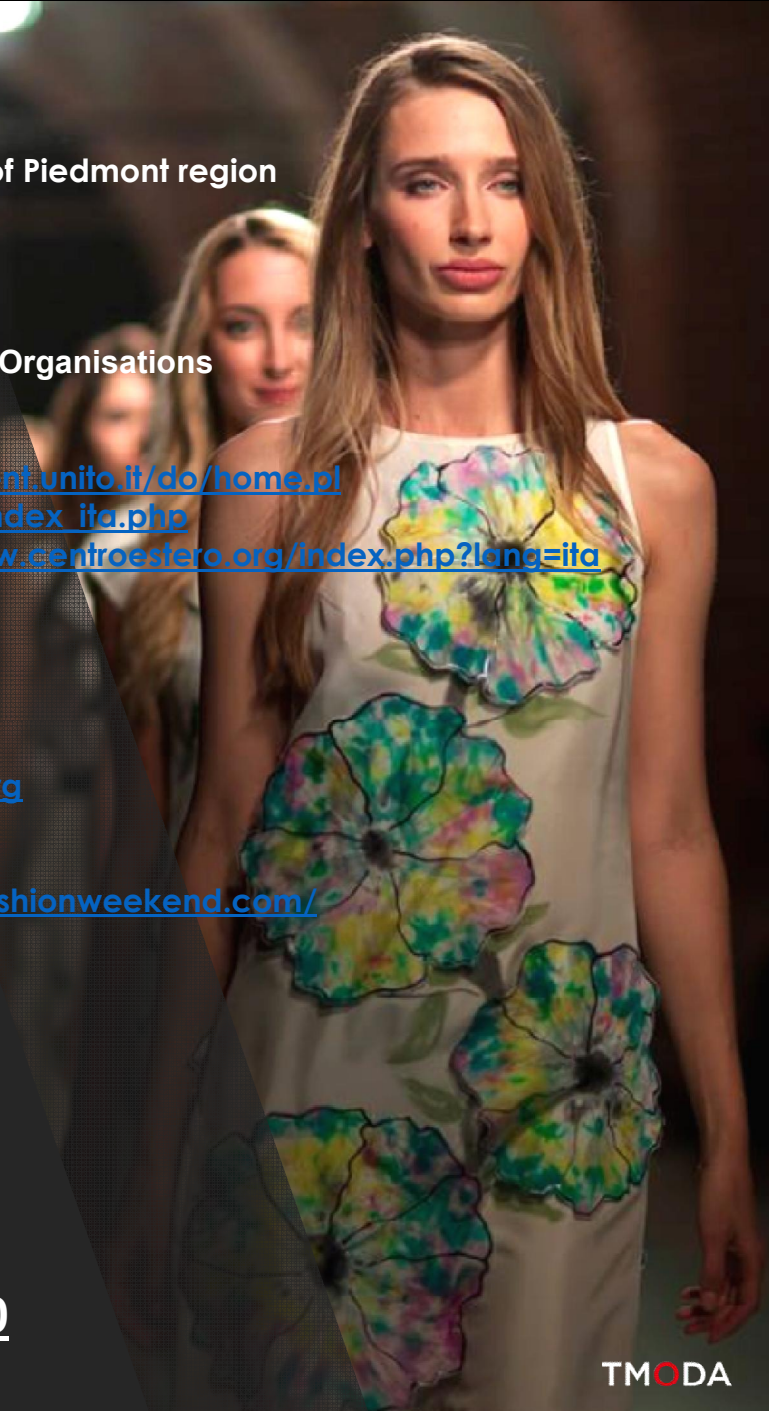
_ Chile (4_ 8 FD)

_ Europa (8 FD)

_ Italia (8 FD)

and
Russia, India, Brazil

Tot FD 120



_ Work in Progress

_ Ceipiemonte Agency for Investment, Export and Tourism

<http://www.centroestero.org/index.php?cat=1-chi-siamo&lang=ita>

Ceipiemonte is the first Italian agency dedicated to internationalization, focusing chiefly on attracting foreign investment, increasing the presence of local companies and their competitiveness on international markets, training local and foreign managers and officers on key subjects related to international trade.

Ceipiemonte was created in 2006 by Piemonte Region and Unioncamere Piemonte, in agreement with business associations and the academic world. It gathers projects and competences of several bodies that played roles in inward and outward internationalisation: Centro Estero Camere Commercio Piemontesi (founded in 1976 to support the international business relations of local SMEs); ITP, Invest in Torino and Piemonte (the first Italian regional agency dedicated to inward investment); Consorzio Piemontese di Formazione (created in 1982 to organize managerial training programmes on international trade for both Italians and foreigners); MKTP (planning and implementing location marketing strategies since 2001); all international activities run by IMA (Agroalimentary Marketing Institute).

_ Enterprise Europe Network_ (EEN) een.ec.europa.eu: european network cofinanced by the European Commission, that helps companies to innovate and grow internationally not only in Europe but in the world. It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

The Network is active in more than 60 countries worldwide. It brings together 3,000 experts from more than 600 member organisations – all renowned for their excellence in business support.

Thanks to a global promotion through the network, the TFW 2018 edition will involve more clients from all over the world.

_ Workshops and training sessions organized by Unioncamere Piemonte as well as the brokerage event, will be implemented by international speakers and fashion experts coming from all over the world.



TORINO FASHION WEEK

• PROPOSAL

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OUR OFFER :

- _ prestigious location at OGR _www.ogr.it
- _ a day of fashion shows dedicated to your country (min 8 max 10 emerging fashion designers)
- _ min 10 max 20 outfits for fashion designers
- _ technical direction support each fashion show
- _ artistic direction support each fashion shows
- _ 25 models
- _ 15 hair stylists
- _ 15 make up artists
- _ hotel conventions for your staying
- _ b2b with companies from all over the world organized by the Enterprise Europe Network and managed by Unioncamere Piemonte
- _ b2b participation open to all companies, even those who will not perform a fashion show
- _ buyers
- _ national journalistic coverage through La Stampa, La Presse agency (for international coverage) and sector coverage through Vogue
- _ official photo / video shooting for each participating stylist

Cost €. 3,000 + VAT 22% each fashion designer

PARTICIPANT COULD ALSO ATTEND ONLY THE B2B + WORKSHOP: SEE THE REGISTRATION PROCESS IN THE B2B WEB SITE (available soon)

Indeed, possibility of:

- _ personalized communication
- _ personalized articles on specific media and press
- _ personalized posters on main streets and courses
- _ participation, as speaker, to the official press conference
- _ Invite your local experts on fashion industry from your country to attend as speaker our workshop
- _ International Collaborations with:
IFDC_ Islamic Fashion and Design Council (Dubai) www.ifdcouncil.org
CHINA FASHION WEEK (Shanghai, Beijing and Shenzhen), www.fashion.org.cn
INDIA INTIMATE FASHION WEEK www.iifw.co.in
BEVERLY HILLS MODEST FASHION WEEK (Beverly Hills) islamicmodestfashionweekend.com/

Cost: to be evaluated according to your needs

TORINO FASHION WEEK

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Fashion reflects the culture of a country,
it's the symbol of his style_

- **THANS FOR THE ATTENTION**

Claudio Azzolini
Founder Torino Fashion Week
President TModa

www.tfwofficial.com



Torino Fashion Week



TModa