

**Fashion Weekend Skopje**  
**29 March - 01 April 2019**



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**UNITED**

**FASHION**

**CALL**  
*for*  
**FASHION DESIGNERS**

## Call

This call is organised in the framework of the United Fashion project. It is carried out by 8 organisations active in the fashion sector all over Europe and supported by the **Creative Europe** programme of the European Union.

The call is for fashion designers legally based in **Belgium, Bulgaria, France, Germany, Greece, Latvia, Portugal, Romania, Turkey, and Balkan countries (Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia, Slovenia, Serbia)**, that are interested in connecting with local producers and international buyers with their **Autumn Winter 2019/2020 collection** during the Fashion Weekend Skopje, 29 March - 01 April 2019.

## Fashion Weekend Skopje

Fashion Weekend Skopje (FWSK) is held twice a year in Macedonia and is one of the most important fashion events in the SEE region. FWSK connects designers, producers and governmental and educational institutions in fashion and textile. Through continuous collaboration with international partners FWSK has organized many fashion performances, workshops, lectures and networking events with focus on fashion business, production and promotion. Exceptional attention each season goes to support and development of young talent.

**As part of the United Fashion Project, FWSK is organizing the following activities:**

### 1. Workshop on Creative Concepts for the Commercial Demands of the Industry

The workshop will reinforce selected designer's skills in finding the right/smart solutions for the demand of the contemporary fashion industry: the emphasis on the concept behind the collection, as well as the right balance between creativity and commercial aspects of the collection.

As the main objective of the project is to promote entrepreneurial creativity, innovation and to enhance business opportunities for European fashion designers and emerging brands. The workshop will address three important questions of contemporary fashion's ecosystem: innovation & ethics, local versus global and inspiration & crafts.

- Mentor: Natasa Persuh (Squat, Slovenia)
- Length of the workshop: 2 days / 3 sessions
- Location: Skopje, Macedonia

### 2. Production Summit

Southeast European countries can still produce small quantities for relatively low costs and use this advantage to produce high-quality goods for companies outside the country. Macedonia, with its well-developed textile industry, is no exception.

This activity involves presentation of the SEE market by industry professionals, company presentations by selected local producers, factory visits and pre-arranged B2B meetings between the participating designers and local producers.

## **Preliminary Schedule for selected designers**

28 March	Arrival, set-up designer showroom booth
29 March	Showroom, Production Summit, Networking Event
30-31 March	Showroom & Workshop
01 April	Dismantling of the designer showroom booth, Factories Visit, departure

## **Costs**

Travel and accommodation costs will be taken in charge by the hosting organisation, the Fashion Weekend Skopje:

- Flight and/or train ticket in economy class (max budget will be communicated separately to each country)
- Hotel in Skopje

## **Application criteria**

Requirements for designers looking to participate in United Fashion activities:

### **General United Fashion requirements**

- Have official HQ in one of the UF partner or SEE countries
- Be supported and recommended by one of the UF partners
- Motivation to participate in the UF project

### **Commercial requirements**

- Have a ready to wear collection to showcase abroad: men/women/accessories (shoes, bags, jewelry)

Export:

- Maturity of the collection ready for export
- Have a clear export strategy
- Have past experience in an international showroom

Distribution:

- Have a minimum of 3 sales points
- E-commerce is an added value (brands with own online shop or available on other international online shops)

Communication:

- Have a clear communication strategy for your brand

### **Requirements specific to the partner country: Macedonia**

- To specify: commercial and/or high-end designer brands
- To specify: designer brands with full collections and/or mono-product
- Motivation to explore new production possibilities and to take part in the UF @ Fashion Weekend Skopje programme

## **Selection criteria**

PRODUCT - product quality

IMAGE - quality brand image

DISTRIBUTION - maturity for exportation and commercial strategy

RELEVANCE - relevance of the brand to the SEE market

MOTIVATION - motivation of the brand to participate in the project and to explore the SEE market

## How to apply

If you are interested in applying, submit your application to the country of your legal seat:

**Belgium - Brussels** [elke.timmerman@mad.brussels](mailto:elke.timmerman@mad.brussels) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

**Belgium - Flanders** [ann.claes@flandersdc.be](mailto:ann.claes@flandersdc.be) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

**Balkans** [info@fashionweekendoskopje.mk](mailto:info@fashionweekendoskopje.mk) + [info@united-fashion.eu](mailto:info@united-fashion.eu)  
(Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia, Slovenia, Serbia) + Bulgaria, Greece, Romania and Turkey

**France** [nicolas.nesson@maisonsdemode.com](mailto:nicolas.nesson@maisonsdemode.com) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

**Germany** [sara.teske@fashion-council-germany.org](mailto:sara.teske@fashion-council-germany.org) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

**Portugal** [joana.jorge@modalisboa.pt](mailto:joana.jorge@modalisboa.pt) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

**Latvia** [project@bffederation.com](mailto:project@bffederation.com) + [info@united-fashion.eu](mailto:info@united-fashion.eu)

Your application should be sent by **12 December 2018** at the latest and should include:

- The attached application form and production survey filled in
- A brief description of your brand and collection (max. 1.000 signs without spaces)
- A look book of your AW 19/20 collection (previous collection)
- Minimum 5 pictures of your collection, separately of the look book, for communications purposes

## Timing

07 November 2018 - Callout

12 December 2018 - Application deadline

Middle of December - Result of the selection

## SEE fashion market

The SEE fashion market has been gaining on relevance in the past few years, both in terms of design and production. Designers such as Demna Gvasalia and Gosha Rubschinskiy put Eastern Europe on the fashion map and made the way for many young designers from the region.

The SEE region has always been an important production market. With its rich textile history and well developed textile sector the region is especially interesting for emerging designers and SMEs that are looking for affordable and high-quality production of their collections.

# United Fashion

The United Fashion project is carried out by a cluster of 8 organisations active in the fashion sector in Europe, namely MAD Brussels Fashion and Design Platform (BE), Flanders DC (BE), ModaLisboa (PT), Baltic Fashion Federation (LV), Maison de Mode (FR), Fashion Weekend Skopje (MK), Fashion Council Germany (DE) and Not Just A Label (UK). The aim of this project supported by the Creative Europe programme of the EU is to enhance the culture of fashion designers across Europe to be more business minded and at enhancing their competitiveness internationally, without limiting their creativity.

Through a number of international network events and transdisciplinary training workshop, more than 150 fashion designers will have the opportunity to participate by showcasing their collection, getting to know and understand several European markets, developing new skills in fashion tech, sustainable fashion, production, craftsmanship, business models... between 2017 and 2021.

Calls will be sent out to participate to the upcoming fashion weeks and events in Europe:

2019

September 48H Mode Lille by Maisons de Mode

2020

March Lisboa Fashion Week by Moda Lisboa

November Fashion Talks Antwerp by Flanders DC

2021

March Final event / Madifesto by MAD Brussels

March-June Exhibition curated by Not Just A Label

[www.united-fashion.eu](http://www.united-fashion.eu)

[www.facebook.com/UnitedFashionEurope](https://www.facebook.com/UnitedFashionEurope)

[www.instagram.com/UnitedFashionEU](https://www.instagram.com/UnitedFashionEU)

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A project of



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of the European Union