

48H MAISONS DE MODE LILLE

September 12 – 15, 2019

**UNITED**



**FASHION**

#unitedfashioneu

Photo : Pierre Andrieux

CALL FOR FASHION DESIGNERS

## Call

This call is organised in the framework of the United Fashion project. It is carried out by 7 organizations active in the fashion sector all over Europe and supported by the Creative Europe programme of the EU.

The call is open to fashion designers legally based in Europe and interested in expanding to the French market with their Fall-Winter 19/20 collection during the fashion festival 48H Maisons de Mode in Lille, 12 - 15 September 2019.

## 48H Maisons de Mode in Lille

To mark the end of summer, every year Maisons de Mode and their designers take over Lille's landmark Gare Saint Sauveur train station for a weekend-long fashion event.

Launched ten years ago, this fashion festival now welcomes more than 15.000 visitors every year. The festival kicks off with two Maisons de Mode fashion shows: one dedicated to the public and one dedicated to professionals. Industry professionals award their Coup de Coeur prizes to the designer of their choice.

All this is followed by two days of activities and events, including: photo shoots, fashion workshops, model casting calls, an important designers' outlet, parties and other surprises.

## Provisional programme

### 12 September

Conferences and workshops on distribution aspects (B2C-B2B) (not open to the public)  
Lille Fashion Night

### 13 September

Designers' showroom (not open to the public)  
Fashion shows: one for public and one for partners and professionals  
Cocktail

### 14 September

*Braderie des Createurs*: designers' outlet for the public  
Activities: model casting, photo shoots, workshops...

### 15 September

*Braderie des Créateurs*: designers' outlet for the public  
Activities : model casting, photo shoots, workshops, Glam Run...

## Provisional Programme for selected designers

### 12 September

*Conferences and Networking Lunch*

Maisons de Mode invites experts from the fashion industry to share their vision and experiences about the different aspects of distribution. Whatever the strategy of the designers is (B2B or B2C), they will surely find advises and solutions to perform by listening and asking questions.

During lunchtime, designers and professionals will have the opportunity to meet each other.

### **13 September**

#### ***Designer's showroom B2B and networking time.***

The selected fashion designers will present their SS20 collection to French and international fashion buyers. It will be also the opportunity for the designers to introduce themselves to professionals from the fashion industry.

#### ***Fashion Shows***

The selected fashion designers will have the chance to present 6 silhouettes from season FW19/20 on the fashion shows. One is dedicated for the public, and the other is more professional oriented with tradeshows, fashion councils and federations audience. The fashion shows are followed with a cocktail.

### **14 and 15 September**

#### ***Designers' outlet (optional)***

The selected fashion designers are invited to participate to the *Braderie des Créateurs*, a big designers' outlet B2C. They will have the opportunity to sell their previous collection, prototypes etc. among 70 others designers.

### **Impression of 48H Maisons de Mode past editions**

2018 : <https://youtu.be/CoMgyWCxAuk>

2017 : <https://youtu.be/RsrPQ3UnOsg>

### **Details of the participation**

#### **Arrival**

From 11 - 12 September (early in the morning)

#### **Departure**

From 15 (7.00 pm) - 16 September

#### **Costs**

Travel and accommodation costs will be taken in charge by the hosting organisation, Maisons de Mode:

- Flight and/or train ticket in economy class
- Hotel in Lille (selected by the organiser) for 3 nights (1 person per brand)

#### **Timing**

- 19 March 2019: call-out
- 23 April 2019: application deadline
- End of April 2019: results of the selection

## Application criteria

Requirements for designers looking to participate in United Fashion activities:

### **Commercial requirements**

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

### **Export**

- Maturity of the collection ready for export
- A clear export strategy
- Experience in tradeshows or international showroom

### **Distribution**

- A minimum of 3 sales points
- E-commerce is an added value (own online shop or international e-shops)
- A clear communication strategy

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

Motivation and interest for all the distribution channels (B2C and/or B2B) and to take part in the 48H Maisons de Mode (conferences, B2B showroom and B2C designer outlet)

## Selection criteria

For the selection of the designers the following criteria will be taken into consideration:

- Product quality
- Quality brand image
- Maturity of the collection for export and commercial strategy,
- Relevance to the French market
- Motivation to participate to the project, to explore French market and interest in the topic of the event: distribution

## How to apply

Submit your application to [info@united-fashion.eu](mailto:info@united-fashion.eu), and if you are legally based in one of the countries listed below please also send it to the local partner:

Belgium – Brussels: [benedicte.debrouwer@mad.brussels](mailto:benedicte.debrouwer@mad.brussels)

Belgium – Flanders: [ann.claes@flandersdc.be](mailto:ann.claes@flandersdc.be)

Balkans: [info@fashionweekendskopje.mk](mailto:info@fashionweekendskopje.mk)

(Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia, Slovenia, Serbia)

Germany: [sara.teske@fashion-council-germany.org](mailto:sara.teske@fashion-council-germany.org)

Portugal: [joana.jorge@modalisboa.pt](mailto:joana.jorge@modalisboa.pt)

Latvia: [project@bffederation.com](mailto:project@bffederation.com)

Other European countries: [info@united-fashion.eu](mailto:info@united-fashion.eu)

Your application should be sent by 23 April 2019 at the latest and should include:

- The attached application form filled in

**For communication purposes:**

- A brief description of the brand (max 1.000 signs without spaces)
- Selection of pictures: 5 high-res pictures of the brand (lookbook or fashion images) and 1 high-res portrait of the designer(s) + credits of the photographer
- URL of the website, Instagram and Facebook account
- Logo of the brand (.eps or .ai)

**For the B2B showroom (13th September)**

- A presentation of the next season SS20 (inspiration/mood-board, fabrics, description of the collection)
- Lookbook (if available)
- Price range (wholesale and retail)

**For the fashion shows (13th September) – please note that Maisons de Mode will ask designers to send the outfits around 25th August 2019**

- Ready-to-wear designers: pictures of 10 looks of the FW19/20 season that will be presented during the Fashion Show (only 6 will be selected for the show)
- Accessories designers: the lookbook of the FW19/20

**For the designer's outlet Braderie des Créateurs**

- List of 15-20 products (full retail prices and outlet prices should be mentioned)

## French fashion market

France is the world's top player in fashion and luxury, a thriving sector that continues to expand around the globe. Thanks to Paris and its incredible Fashion Week, this sector contributes positively to the French economy and trade balance.

French customers are changing their habits as consumers of fashion: they are turning more toward meaningful, ecologically responsible ways of consuming. They are seeking personalisation, social connection, a way to stand out from the crowd, and proximity to manufacturer when choosing to buy something. Consumers want a product that meets their expectations and uses upcycling and local production: Made in France is a value that is becoming more prized and important.

The continuation and passing on of savoir-faire is of primary concern when it comes to labels and brands (such as Le Slip Français) as well as among professionals (the success of the Made in France trade fair).

Phygital is also on the rise: labels and brands are juggling between e-commerce websites, social media and pop-up shops. They are looking for a way to be present through every outlet they can to reinforce their connection with the customer. Customers are also more oriented toward streetwear style, opting for looks that carry them through various environments and affirms their desire to stand out.

## United Fashion

The United Fashion project is carried out by a cluster of 7 organizations active in the fashion sector in Europe, namely MAD Brussels Fashion and Design Platform (BE), Flanders DC (BE), ModaLisboa (PT), Baltic Fashion Federation (LV), Maisons de Mode (FR), Fashion Weekend Skopje (MK), and Fashion Council Germany (DE). 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 etc. between 2017 and 2021.

### Our calendar in Europe:

2019

**March** Fashion Weekend Skopje by Fashion Weekend Skopje

**September** 48h Maisons de Mode Lille

**November** Fashion Talks Antwerp by Flanders DC

2020

**March** Lisboa Fashion Week by ModaLisboa

**November** Showroom in Belgium Exhibition

2021

**March** Closing exhibition and Final summit by MAD Brussels

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

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