

CALL FOR FASHION DESIGNERS

June 3-5 2020, Brussels

INTERNATIONAL DESIGNERS SHOWROOM

UNITED

FASHION



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FRAMEWORK

MAD - Home of Creators, Flanders DC and United Fashion are joining forces and invite you to participate in the international designers showroom and sustainability workshops, taking place on June 3 till 5 in Brussels.

With this initiative the project partners are aiming to promote innovative fashion brands to a selection of international as well as to Benelux buyers.

CALL

We are looking for innovative fashion and accessories brands with a strong brand and collection identity. The designers are required to have a minimum of two years existence and to show **FW20/21 collections**. Presenting some pieces for the SS21 collections is an asset.

Searching for business models that have the potential to transform the fashion industry, we invite you to explain how your brand is subscribed in a **sustainable transition** (design, sourcing, production, consumption, end of life, business model, etc).

CONCEPT

The participating organizations invite a selection of national and international buyers from known multi-brand boutiques, e-commerce platforms and multi-department stores, with a special focus on the Benelux market (but not only). Our commercial agents will be engaged to assure that minimum 15 qualitative buyers, matching the DNA of the designers, attend the showroom.

The buyers are requested to screen the designers beforehand and to list 8 brands they would like to meet during the showroom. Scheduled appointments between designers and designers will be set up.

This action is organized with the support of hub.brussels and United Fashion, carried out by 7 organizations active in the fashion sector all over Europe and supported by the Creative Europe program of the EU.

PROVISIONAL PROGRAMME

Wednesday June 3: Arrival

- Set-up showroom
- Feedback commercial agents
- Meet & greet designers

Thursday June 4:

- Showroom B2B
- Scheduled appointments with buyers (all day)
- Network Cocktail with designers, press and buyers
- Dismantling showroom

Friday June 5:

- Workshops and talks

Friday & Saturday June 5 & 6: Departures

DETAILS OF PARTICIPATION

Costs

Travel and accommodation costs will be taken care of by hosting organizations. Flight in economy class (participating organizations reimburse up to €300).

Hotel in Brussels (selected by organizer) for max. 3 nights (1 person per participating brand). The remaining costs are to be covered by each participant. The participant is also responsible for costs related to the transportation of the collection.

Timing

- February 14: Launch call
- March 15: Call closes
- Early April: Private announcement of finalists

APPLICATION CRITERIA

Requirements for designers looking to participate in United Fashion activities:

Overall criteria

- Ready-to-wear and accessories collection to showcase abroad: men/women
- 2 years of brand existence
- Minimum of 3 sales points (physical stores, e-commerce, ...)
- Innovative DNA
- Strong and consistent communication
- Distribution brand vision + strategic export plan (clear vision on potential markets, ...)

SELECTION CRITERIA

- Relevance to the fashion industry - brand & collection identity
- Quality of the project and presentation
- Product quality
- Brand image quality
- Professional approach

HOW TO APPLY

Fill in the form [HERE](#) and submit your portfolio (via Wetransfer) by **15 March 2020** at the latest, to one of the email listed below depending on the country where you are legally based:

Belgium – Brussels: kaat.devis@mad.brussels

Belgium – Flanders: ann.claes@flandersdc.be

Balkans – info@fashionweekendskopje.mk

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

France: nicolas.nesson@maisonsdemode.com

Germany: lena.wagner@fashion-council-germany.org

Portugal: joana.jorge@modalisboa.pt

Latvia: project@bffederation.com

Rest of Europe: united.fashion@mad.brussels

UNITED

FASHION

UNITED FASHION

The United Fashion project is carried out by a cluster of 7 organizations active in the fashion sector in Europe, namely MAD - Home of Creators (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 workshops, more than 150 fashion designers will have the opportunity to participate by showcasing their collections, 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.

www.united-fashion.eu

FB - @UnitedFashionEurope

IG - @unitedfashioneu

MAD, HOME OF
CREATORS

MODALISBOA
LISBOAFASHIONWEEK

BALTTIC FASHION FEDERATION

FASHION
COUNCIL
GERMANY

FASHION
WEEKEND
SKOPJE

FLAN
DERS DC

MAISONS DE MODE
LA MAISON DE LA MODE

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