



MILANO FASHION DAY

SUNDAY, SEPTEMBER 28, 2025

LOCATION

The location chosen for the occasion is a **historic Liberty-style building** and is located in the **heart of Milan**, a few steps from **Piazza Duomo**

The event will take place in the **Liberty Hall**



Sunday, September 28, 2025

CIRCOLO FILOLOGICO MILANESE - MILANO, VIA CLERICI 10 (M1/M3 DUOMO)



WELCOME TO MILANO FASHION DAY

MILANO FASHION DAY

The 13th edition of the Milano Fashion Day is a **key event** for brands and designers aiming to showcase their new collections.



WHY

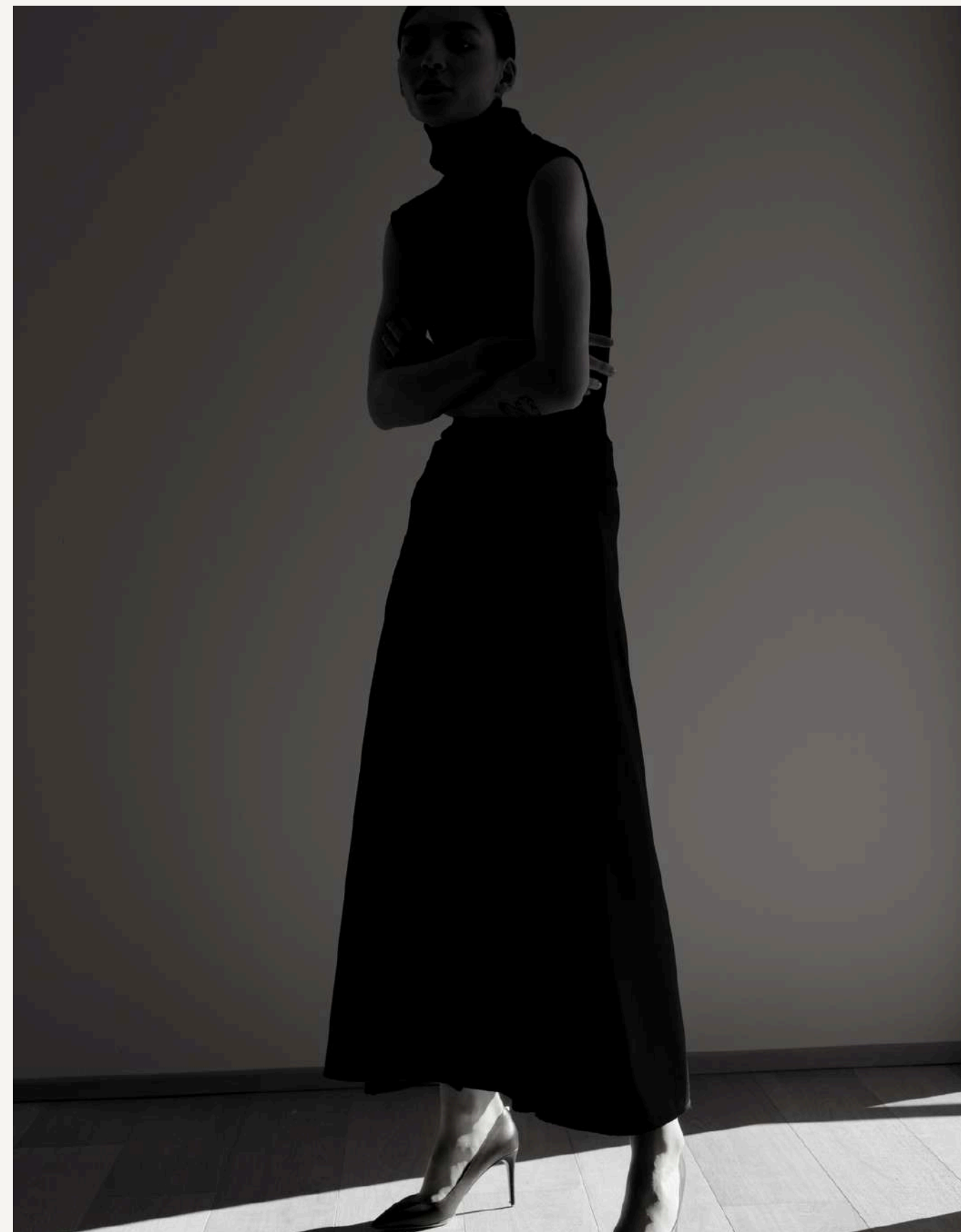
The event's purpose is to allow participating companies to **present their collections** to a vast audience, including journalists and fashion professionals.

Categories:

- Clothing
- Jewelry
- Bags
- Eyewear
- Footwear

MILANO FASHION DAY

FASHION
STYLE



STATISTICS

13 EDITIONS

170+ INTERNATIONAL BRANDS
ACROSS VARIOUS EDITIONS

700+ GUESTS PER EDITION

12.000+ GUESTS IN THE
VARIOUS EDITIONS

2+ MILLION VIEWS PER
EDITION ON SOCIAL MEDIA

+ 600 NEWSPAPERS TALKED
ABOUT MILAN FASHION DAY

FASHION
STYLE



TARGET

Journalists, TV personalities, influencers, celebrities, buyers, potential customers and **showroom managers**.
Access to the event will be by **accreditation only**, and each brand will receive **invitations** to share with their guests.

MILANO FASHION DAY





PRESS OFFICE

Event communication will be managed through:

- Newspapers
- Magazines
- Online Media
- TV & Radio

MILANO FASHION DAY

PHOTO AND VIDEO

Professional **photographers** and **video maker** will document the event.

The material will be shared with partner brands for their free use.

MILANO FASHION DAY



PODCAST

The Podcast is a **format** created to give **visibility** to the event, brands, partners, guests and to **increase views** and **interactions** through the channels of the organization, guests, brands and partners who will be interviewed.

The podcast will be recorded in a **lounge** set up inside The Circolo Filologico Milanese and will have a **speaker** who will **interview** the **tv personalities/influencer, brands** and **partners** of the event during the day.

The lounge will be set up with **banners** with the logo of the Main Partner.

The podcast will be broadcast on **Youtube** and some **clips** will be published on **social media**.



PARTICIPATION (1/5)

Small Offert

Fashion show with **8 outfits**.

Included in the offer:

- Models;
- Make up and hair style;
- Photos of the entire event;
- General video of the entire event;
- Insertion of the brand in the event flyer;
- Insertion of the brand in the event press release.

Total cost: 1200€ + vat



PARTICIPATION (2/5)

Basic Offert

Fashion show with **12 outfits**.

Included in the offer:

- Models;
- Make up and hair style;
- Photos of the entire event;
- General video of the entire event;
- Insertion of the brand in the event flyer;
- Insertion of the brand in the event press release.

Total cost: 1500€ + vat



PARTICIPATION (3/5)

Medium Offert

Fashion show with **15 outfits**.

Included in the offer:

- Models;
- Make up and hair style;
- Photos of the entire event;
- General video of the entire event;
- Insertion of the brand in the event flyer;
- Insertion of the brand in the event press release.

+ Custom Video

Total cost: 1800€ + vat



PARTICIPATION (4/5)

Premium Offert

Fashion show with **20 outfits**.

Included in the offer:

- Models;
- Make up and hair style;
- Photos of the entire event;
- General video of the entire event;
- Insertion of the brand in the event flyer;
- Insertion of the brand in the event press release.

+ One of the influencers present at the event will be able to wear the clothes/products made available by the brand and will publish a story on her Instagram profile tagging the brand

Total Cost: 2100€ + iva



PARTICIPATION (5/5)

Top Offert

Fashion show with **25 outfits**.

Included in the offer:

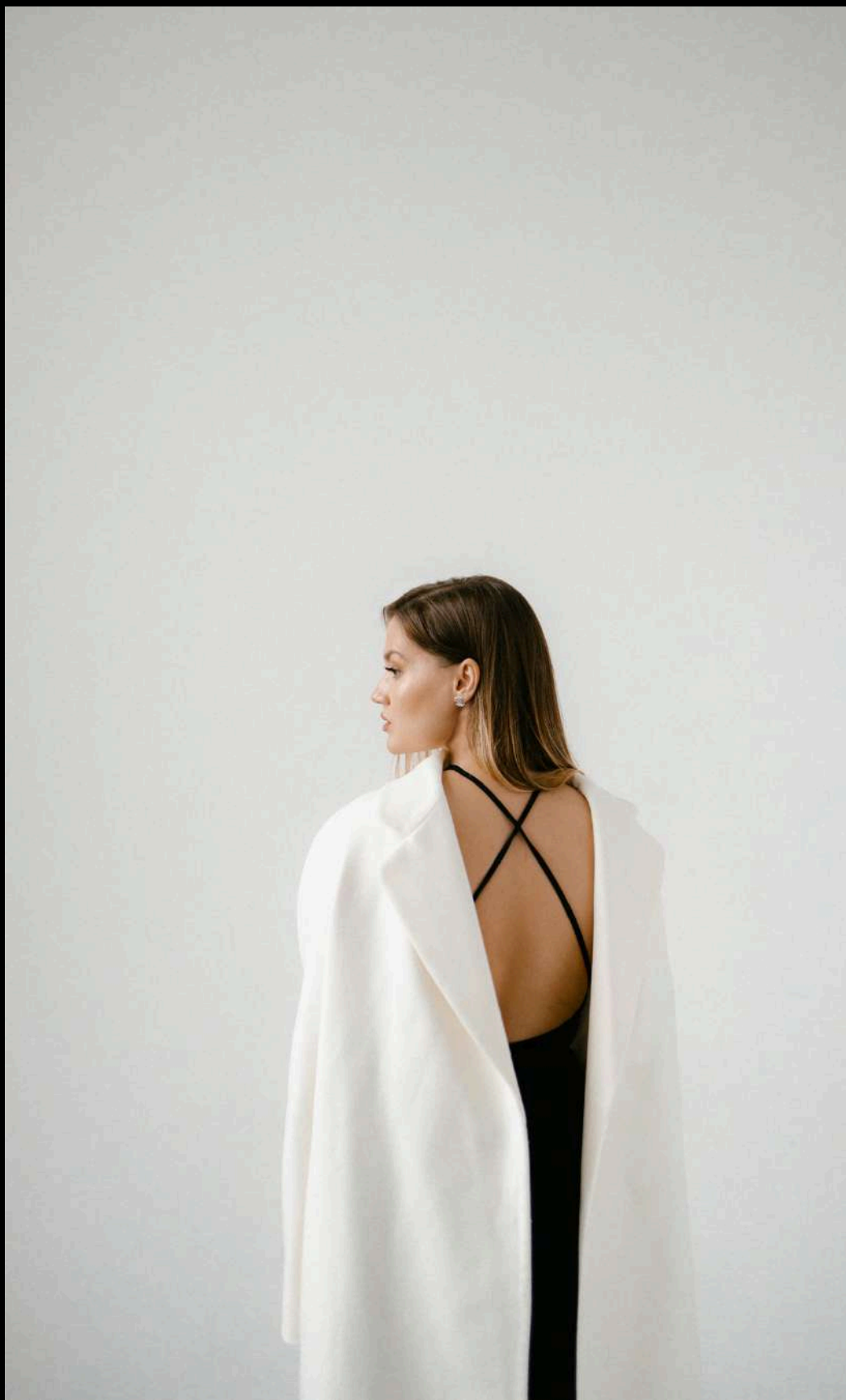
- Models;
- Make up and hair style;
- Photos of the entire event;
- General video of the entire event;
- Insertion of the brand in the event flyer;
- Insertion of the brand in the event press release.

+ Personalized video + Personalized page on a sector newspaper

+ One of the influencers present at the event will be able to wear the clothes/products made available by the brand and will publish a story on her Instagram profile tagging the brand

Costo totale: 2500€ + iva





EXTRA

PERSONALIZED PHOTO COLLECTION OF THE FASHION
SHOW + PREVIEW WITHIN 5 DAYS

150€ + IVA

EXCLUSIVE VIDEO OF THE BRAND'S FASHION SHOW

250€+ IVA

1 PAGE ON NOVELLA STYLE (NOVELLA 2000'S FASHION
COLUMN) OR FASHION LIFE + 4 WEB ARTICLES
DEDICATED TO THE BRAND

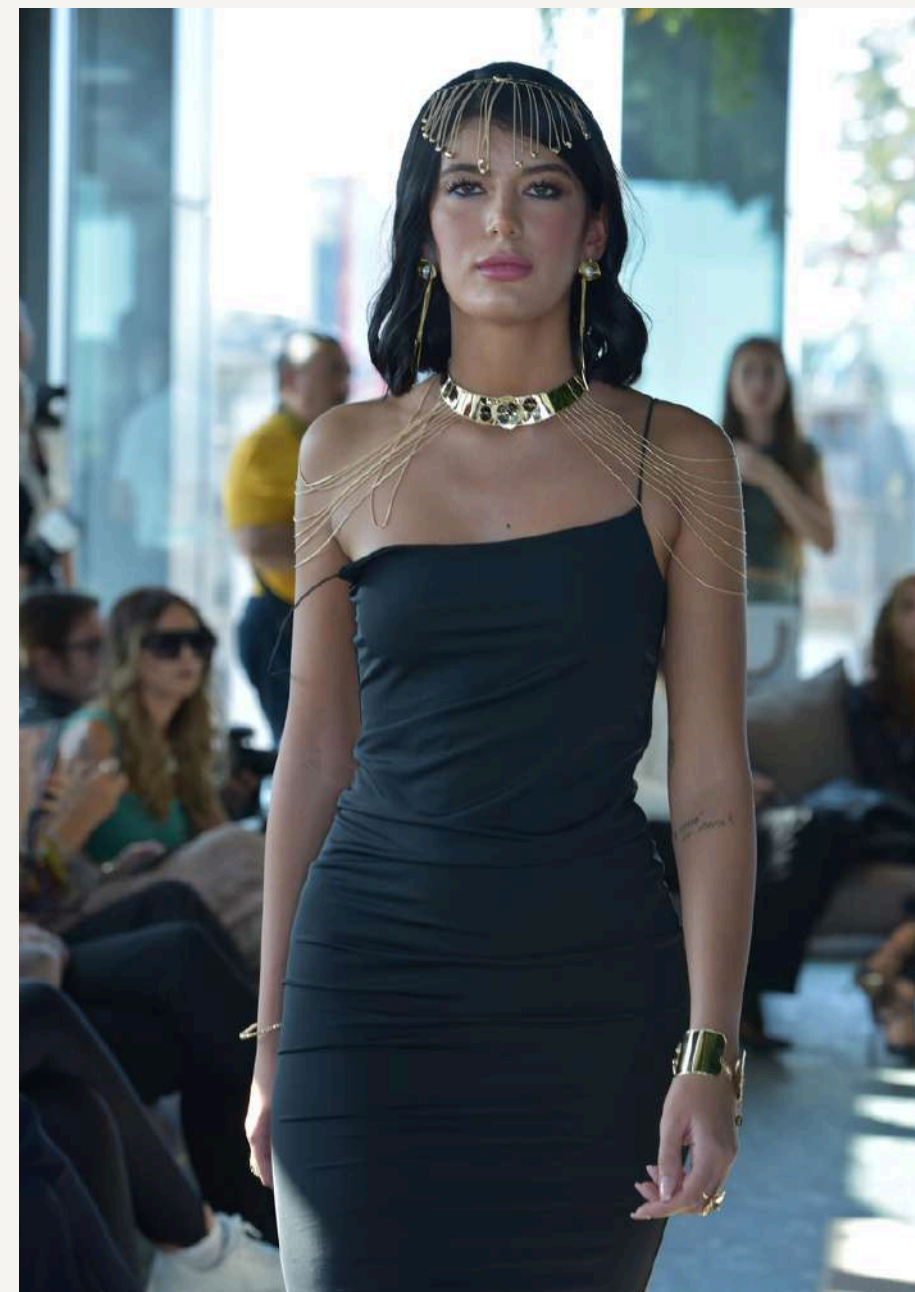
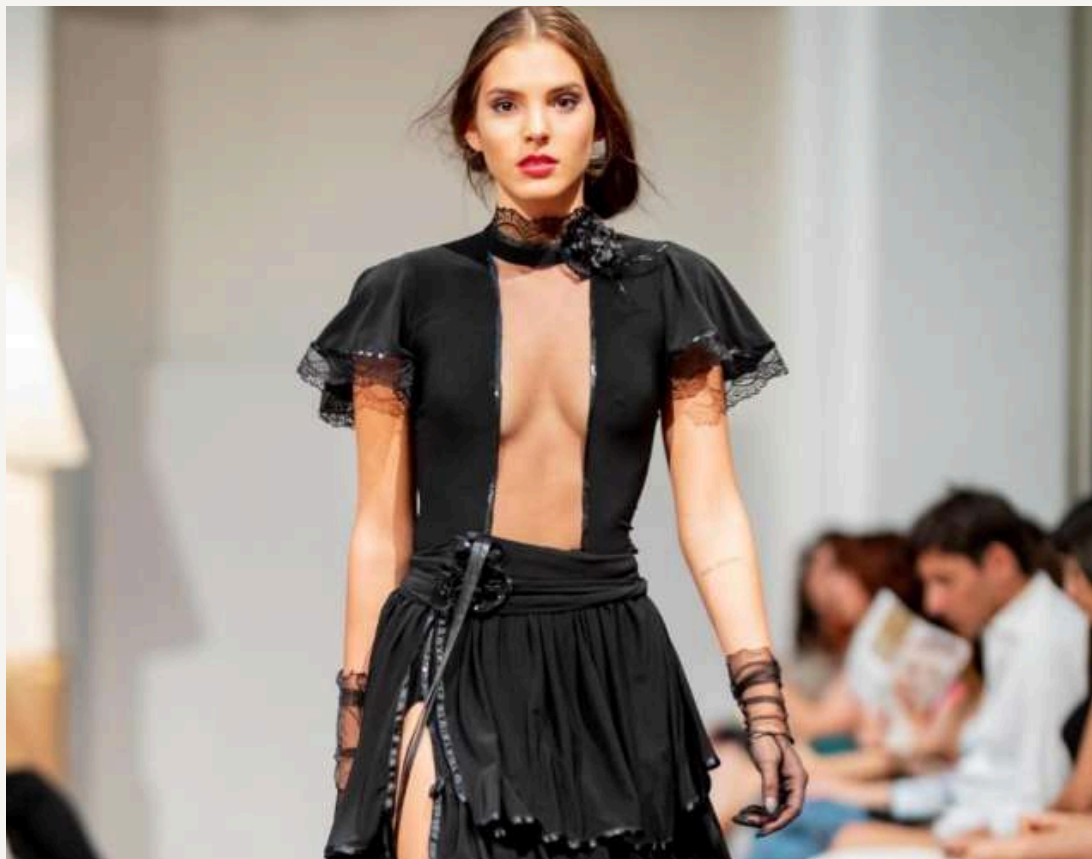
500€ + IVA

WHY JOIN US

- International visibility;
- **Networking** during the **afterparty**;
- **Fashion show** in one of the most exclusive events of Milan Fashion Week;
- Possibility to create **partnerships** with industry players.



OUR EVENTS



PAST EDITIONS



PAST EDITIONS



THANK YOU

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