

—BERMUDA— FASHION FESTIVAL

2016 EVENT OVERVIEW

Join our island gem in celebrating culture, fashion, talent, collaboration, hospitality, networking and style, by supporting the Bermuda Fashion Festival 2016!

The Bermuda Fashion Festival will feature an array of events, runway shows and presentations to create a fashion destination that will be second to none. The event highlights the talents and hard work of our very own Local Designers as well as feature the works of a selection of International Designers during runway shows and presentations. In addition, the week will include a theatrical Hair & Beauty Show and the Evolution Retail Show creatively displaying the variety of available fashions from Urban Wear to High Fashion brands, amongst live entertainment and choreographed modeling.

The Bermuda Fashion Festival social calendar week is packed full of exciting island-inspired events including a happy hour, pop-up shops, evening cruise and of course 18 holes one of Bermuda's world famous golf courses.

TARGET MARKET:

The Bermuda Fashion Festival will cater to global partners, celebrity guests, international models, fashion enthusiasts, travel media and designers travelling to the festival to participate in and attend the plethora of events being hosted. The Bermuda experience is unique and exciting, creating memories that will last a lifetime.

MISSION:

This week of events is taking place July 10 – 16, 2016 and continues to support the mandates of the previous five years:

- tapping into a niche market by putting Bermuda on the international map as a fashion destination;
- giving international designers a unique platform to showcase their collections;
- providing local sponsors, retailers and salons with unmatched brand exposure both locally and internationally;
- supporting aspiring local models with specialized training, global opportunities and exposure;
- supporting local designers and offering opportunities for international exposure;
- providing visitors and residents with a week of fashionably fun, first-class, wickedly entertaining events.

LINKS:

www.BermudaFashionFestival.com

Facebook: www.facebook.com/BermudaFashionFestival

Instagram: @BdaFashionFest

Twitter: @BdaFashionFest

YouTube: Bermuda Fashion Festival

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