



Shop Program

When the Festival was established in 1996, Victoria’s political and fashion industry leaders had a vision of creating a public festival that would ‘get the tills ringing’ across the State.

A festival that celebrated the best fashion on offer, profiling designers and driving customers in store. 21 years on and that same vision drives the dynamic programming of the Virgin Australia Melbourne Fashion Festival.

And so, the Festival is proud to present a program of retail experiences to delight shopaholics and fashion enthusiasts alike – the Festival’s Shop Program.

Victorian fashion retailers are invited to submit concepts for live activities held in-store, that connect existing and new customers with their unique offering and inspire them to shop shop shop.

And if you are a retailer located in the City of Stonnington, your events will be scheduled on the final weekend of the Festival (17- 18 March 2018) in a separately promoted schedule, Fashion Weekend In Stonnington, part of the Festival’s Shop Program.

Limited discounts and incentives are recommended in conjunction with the live activities to encourage attendance and engagement through this Program. All activities on the Shop Program are self-produced by their organisers; the Festival encourages organisers to promote their activities utilising the digital asset pack provided by the Festival.

PARTICIPATION BENEFITS

- ◇ Amplification of your activity through the Festival’s own digital marketing campaigns, including website listing on VAMFF.COM.AU;
- ◇ Alignment with the Festival’s highly credentialed program including access to VAMFF 2018 digital asset pack to enable you to promote your affiliation, including Festival logos and imagery;
- ◇ Festival generated PR support*;
- ◇ Ability to reach new audiences.

* Your activity will be briefed to media by the Festival’s appointed PR agency during the VAMFF 2018 promotion period, outcomes are at the discretion of media outlets and PR cannot be guaranteed.

CONDITIONS OF ENTRY

Shop Program activities may take the form of:

- ◇ Collection presentations
- ◇ Window installations
- ◇ Meet & greet with designers
- ◇ Film screenings
- ◇ Styling workshops
- ◇ Parties
- ◇ Forum discussions
- ◇ Pop-up shops
- ◇ Other innovative styles of events welcomed

TIMELINE

- 01 AUG 2017**
Applications open
- 24 JAN 2018**
Applications close
- 25 JAN 2018**
Notification of outcome. Successful applicants will be sent a confirmation email with next steps instructions.
- 02 FEB 2018**
Registration due. Participants to provide complete event details and imagery for website publication.
- 01-18 MAR 2018**
Shop Program at the Virgin Australia Melbourne Fashion Festival 2018 (featuring retail activities throughout Melbourne and regional Victoria).
- 17-18 MAR 2018**
Fashion Weekend In Stonnington (featuring retail activities in City of Stonnington precincts).

No Deadline Extensions

PARTICIPATION FEE

It is free to list your activity in the Shop Program.

APPLY HERE