

SHOP PROGRAM



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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 (9-10 March 2019) in a separately promoted schedule, Fashion Weekend In Stonnington, part of the Festival's Shop Program.

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

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.

\$ FEES

There is no fee to participate in this program.

🖱️ APPLY

By January 18 2019