



Daniella Battle 2018

VIDEO CONTENT

Miami Fashion Week creative team will develop a specific social media and content strategy for each designer participating in the event.

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BELGENİN ASLİ ELEKTRONİK MÜZALİDİR.

INTERVIEWS & PRESS

Miami Fashion Week press team with the help of their media partners will arrange several interview opportunities with the designers throughout the week at MIAFW different events.



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BELGENİN ASLI ELEKTRONİK İMZALIDIR.

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LIVE STREAMING

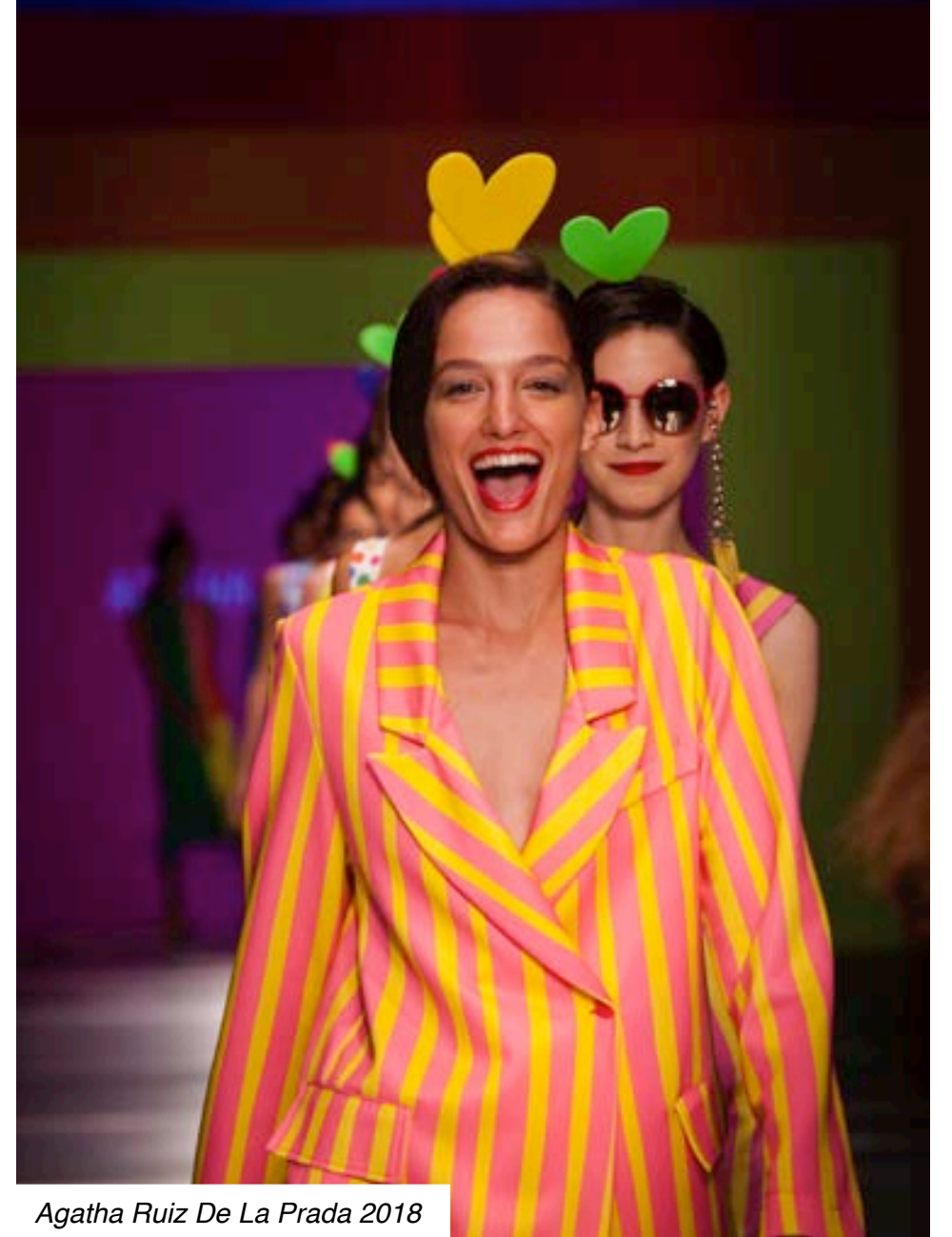
Miami Fashion Week creates **4 hours of original content daily to broadcast through Live Streaming to 21 countries**. This live content includes fashion shows, interviews with the Designers, and party recaps, as well as pre-produced short format pieces with influencers showcasing fashion and lifestyle. **Aside from runway shows, designers interviews will be an important part of this Live Streaming.**

***+1.5 million uniques viewers
21 countries***

*Data from MIAFW '18

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Agatha Ruiz De La Prada 2018



E! TV SHOWS

Miami Fashion Week produces **three TV specials** that are distributed internationally: *First Faces*, *Backstage Miami Fashion Week* and *Designers Staging the Runway*.

Broadcasted on PRIMETIME through E! Entertainment (**20+ COUNTRIES**), reaching **MORE THAN 23 MILLION CONTACTS** in LATIN AMERICA.

ESTIMATED MEDIA VALUE OF \$5 MILLION

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“BACKSTAGE” TV SHOW

Duration: 44 minutes (available in English and Spanish).

This TV special is a journey to the backstage of one of the most exciting fashion events in the world focusing on “Resort Cruise Collections”. Spectators will be given behind-the-scenes, exclusive content of what it takes to prepare for such an event. From the casting of the beautiful models, mark-up, nerves, and tension leading up to the shows.

The designer show will be included in the content production. The presence will include the fashion show, interviews, and behind-the-scenes images.

This show is broadcasted through E! Entertainment LATAM and USA - Prime Time!



**PRESS
PLAY**

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2018: USA + LATAM BROADCAST



- > Argentina
- > Aruba
- > Barbados
- > Bolivia
- > Brazil
- > Chile
- > Colombia
- > Costa Rica
- > Curacao
- > Ecuador
- > El Salvador
- > Guatemala
- > Honduras
- > Mexico
- > Nicaragua
- > Panama
- > Peru
- > Puerto Rico
- > Dominican Republic
- > Trinidad y Tobago
- > Uruguay
- > Venezuela



* Other additional territories being discussed at the moment: Spain, Italy, Philippines
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FASHION SHOW BENEFITS

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PARTICIPATING IN MIAFW 2019

MIAFW shall provide the following infrastructure to the participating designer:

- 18 models.
- 10' wide by 88' long runway.
- Backstage: Makeup and hair stylists.
- Catwalk infrastructure – 500 to 600 people.
- 50 Invitations to Fashion Show.
- Fully-equipped working area.
- Fashion show to be directed by Mr. Sergio Salerni.
- Promotion of Designers participation on MIAFW's website plus other platforms.
- Include the Designer's Show in *Backstage* and Live Streaming.

- PARTICIPATION FEE: \$25,000.



Benito Santos 2018

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BELGENİN ASLİLELEKTRONİK İMZALIDIR.

MIAMI FASHION WEEK®

175 SW 7TH ST. Suite #2003, Brickell District, Miami, FL 33130
www.miamifashionweek.com

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