

Bangalore Fashion Week is the property of Dream Merchants. All rights reserved. Reproduction in whole or in part in any form by creation without written permission is prohibited.

Bangalore Fashion Week

# Bangalore<sup>TM</sup> Fashion Week

Winter Festive  
— 17th Edition —

GIVE YOUR STYLE A WEEK  
OF HIGH FASHION DIET

BANGALORE FASHION WEEK APP



FOLLOW US ON OUR SOCIAL NETWORK



EVENT BY



DREAM  
MERCHANTS

# The Event

## The Event Bangalore Fashion Week

- Bangalore Fashion Week is a Global Fashion Event with 16 Editions at Bangalore and 1 Edition each at Bangkok & Dubai.
- **Bangalore Fashion Week (BFW)** has been conceived and created with a vision to Showcase **Indian Fashion Industry** to **The Global Fashion World**.
- The objective of BFW is to create business relationships and to facilitate a dialogue between designers and trade buyers.
- The 17<sup>th</sup> Edition is Scheduled From the 3<sup>rd</sup> to 6<sup>th</sup> August 2017 at Sheraton Grand Bangalore
- Bangalore Fashion Week Includes After Parties, Press Conferences, Multi Designer Store, Experience Zone and Fashion shows..

## The Event Bangalore Fashion Week

- The ecommerce revolution in India has made the Indian consumer more **CLICK** friendly than **DRIVE** friendly..
- Today most of High Net Worth Individuals prefer to shop online and Online Shopping is becoming the Need of the hour.
- We at BFW have recognized the change in trends and have launched our very own ecommerce portal – BFWLabels.com.
- In pursuance to this we have launched a New Re Branded Concept of Online Designer Clothing.
- We look forward to the Designer community creating New Lines exclusively for Online Sales under – Winter Festive Online



## Innovation at Bangalore Fashion Week

- **Live Invites** : An Innovative approach to maximizing the Reach of BFW Invites and Breathing Life into them by Incorporating Live Sponsor Videos and Live Streaming the Entire BFW Event.
- **Winter Festive** : BFW Redefined Fashion in India with the Integration of an entirely new Season i.e. Winter Festive (Keeping in mind the Climatic conditions and Festive atmosphere in India)
- **International Fashion** : BFW offers International Designers to Participate at BFW, Helping bring global Fashion to India and Providing a International and Indian Designer a Platform for Fashion Integration.
- **BFW Tunes High Fashion Music** : Exclusively created for the Fashion Shows at BFW and are available for sale at Music stores and its own exclusive Online Music Portal – BFWTunes.com
- **BFWLabels.com** : An Online Designer Fashion Store Bringing The Best In Fashion Clothes & Accessories of the Participating Designers
- **Global Fashion** : BFW Goes Global with successful launch of BFW World Tour at Bangkok and Dubai (Following Stops at London, Milan, etc.) The Objective being to Promote Indian Fashion at Various Indian Fashion Friendly Locations the World Over.

# BFW Winter Festive Online



- This commitment to Winter Festive Online will provide increased exposure for Indian designers to buyers, media and the fashion industry both in India and abroad.
- The new Winter Festive Online caters to consumer demand in India and abroad. Especially so, when our country celebrates numerous Festivals throughout the year.
- **BFW July/August Editions** are Officially **Winter Festive Online**

# Snapshots



**JJ VALAYA WITH NEHA DHUPIA**  
Grand Finale Blenders Pride Bangalore fashion Week 3th Edition





**RITU BERI WITH LISA HAYDON**  
Grand Finale Blenders Pride Bangalore fashion Week 6th Edition





# RINA DHAKA

Grand Finale DF Silverline Bangalore Fashion Week Powered By Snapdeal 13th Edition





**ASHIMA & LEENA WITH SOHA ALI KHAN**  
Grand Finale Bangalore Fashion Week 11th Edition





DREAM  
MERCHANTS

**ARJUN KHANNA WITH RAHUL DEV**  
Grand Finale Blenders Pride Bangalore Fashion Week 9th Edition





## PRIA KATAARIA PURI

Grand Finale Blenders Pride Bangalore Fashion Week Powered By Snapdeal 14th Edition





DREAM  
MERCHANTS

**RITU KUMAR WITH HAZEL KEECH**  
Grand Finale Blenders Pride Bangalore Fashion Week 8th Edition





**DEEPIKA GOVIND WITH SAYALI BHAGAT**

Grand Finale Bangalore Fashion Week 12th Edition





**MEERA AND MUZAFFAR ALI**  
Grand Finale Blenders Pride Bangalore fashion Week 7th Edition





**MANOVIRAJ KHOSLA WITH TULIP JOSHI**  
Grand Finale Blenders Pride Bangalore Fashion Week 10th Edition



Bangalore<sup>TM</sup>  
Fashion Week  
Winter Festive  
— 17th Edition —



**NARENDRA KUMAR WITH ZARINE KHAN**  
Grand Finale Blenders Pride Bangalore fashion Week 5th Edition

Event By



D R E A M  
M E R C H A N T S



## ROCKY S

Finale Blenders Pride Bangalore fashion Week 5th Edition

Event By



D R E A M  
M E R C H A N T S

# Press





## The Press Loves BFW

- Every Publication worth its salt has covered The Bangalore Fashion Week Event.
- The Event has been extensively covered by both Electronic as well as Print and Internet Media.
- The Event has received Great Reviews not only in Bangalore but all over India.
- For Detailed Press Coverage please log on to [Http://www.BangaloreFashionWeek.in/Press.asp](http://www.BangaloreFashionWeek.in/Press.asp)

# Media Plan

## The Event Media Plan

The Media Plan for Bangalore Fashion Week Includes the following

- Press Ads
- Press Conference
- National PR Exercise
- Pre Event Promotions
- Television Coverage - National
- Pub Promotions
- Fashion Fridays
- Fashion Squad
- eMail Campaign – International
- Radio Promotions
- Promotion on Leading Web Portals - International



## Target Media List

**Main Line Dailies** : Times of India, Hindustan Times, The Hindu, Indian Express, DNA, Mirror, Mid Day, etc.

**Vernacular Dailies** : Dainik Pratidin, Anandabazaar Patrika, Gujarat Samachar, Chitralkha, Mumbai Samachar, Amar Ujala, Nai Duniya, Hindi Milap, Udayavani, Prajavani, Deshabhimani, Dhanam, Dainik Aikya, Lokmat, Dhartri, Dinakaran, Dinamalar, Andhra Prabha, Inquilab, etc.

**Electronic Channels** : NDTV, CNN IBN, Headlines Today, Aajtak, News24, Sahara TV, News9, etc.

**Wire Agencies** : PTI, UNI, KPN, BNN, etc.

## Media Targeted at India

- ◉ GQ
- ◉ Vogue
- ◉ Harper's Bazaar
- ◉ Cosmopolitan
- ◉ MW
- ◉ FHM
- ◉ Marie Claire
- ◉ People
- ◉ Grazia
- ◉ Hindustan Times (Delhi Reporter)
- ◉ DNA (Bombay Reporter)
- ◉ Midday (Bombay Reporter)
- ◉ The Telegraph
- ◉ Statesman



# Press Coverage



## Coverage On Print Media

- Total Media Space of 10,000 Sq Cms.
- Dedicated Column for 1 Week
- Promotional Write Ups for 1 Month
- Event Coverage for 1 Week (Pre and Post)

## Web Portals

Tie up with Major Social Networking Portals, News Portals, Fashion and Lifestyle Portals.

Banners and Text Ads on Search Engines such as Google, Yahoo and MSN.  
And also on various Web portals

Ads on Google Search Engine and Facebook (Already Active)



# The Schedule

# Activity Matrix

Activity	July 10-25	July 26 – Aug 6
Launch of Creative Campaign		
Designers Interviews & Shoots		
Announcements of Models		
Pre Event Lifestyle Parties		
Preview & Fittings		
Pre Event Hype at Venue		
Fashion Show		
After Parties		



## The Event Schedule

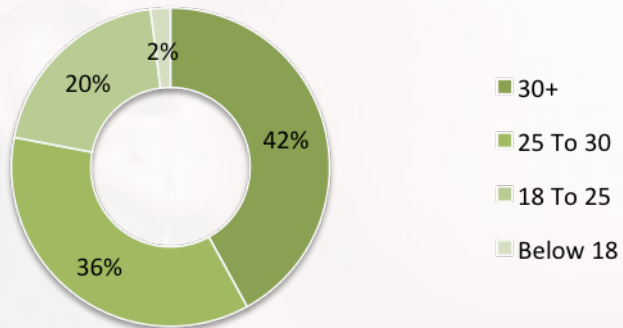
- The Event is Scheduled to Start on the 3<sup>rd</sup> to 6<sup>th</sup> August 2017 at Clarks Exotica Bangalore.
- The Detailed Schedule of the Event is published at — <http://www.BangaloreFashionWeek.in/Schedule.asp>

# Event Statistics

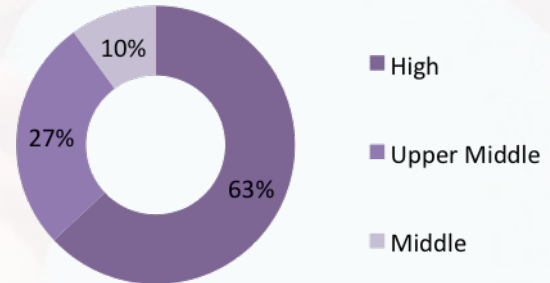


# Event Statistics

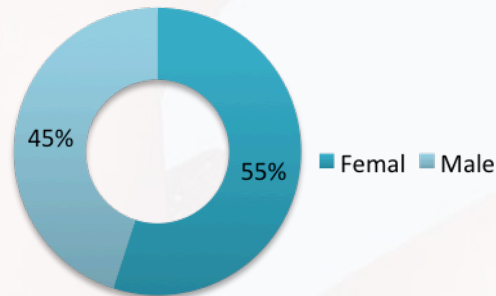
### Age Group



### Income Group

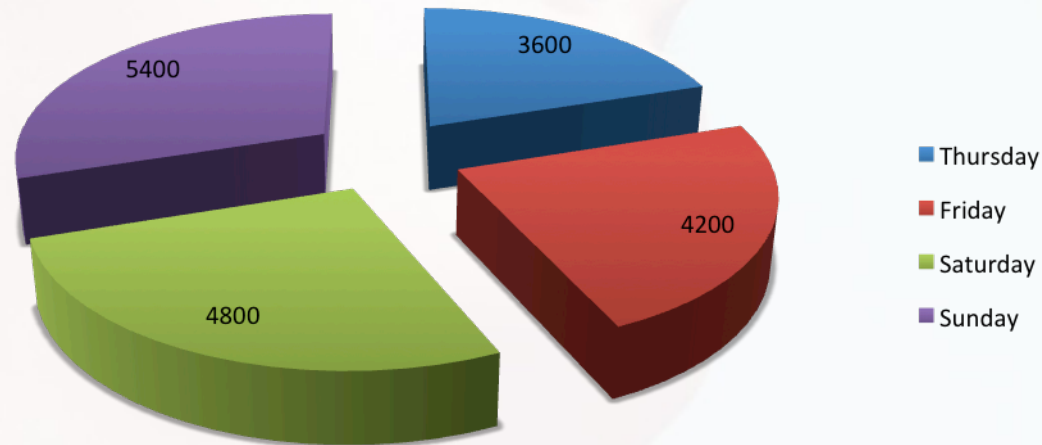


### Gender



## Event Statistics

### FOOTFALLS



3600 – THURSDAY | 4200 – FRIDAY | 4800 – SATURDAY | 5400 – SUNDAY



# Event Activities

## Activities at the Event

- 28 Fashion Shows by Various Designers from Across India
- **Exclusive Multi Designer Store** : Stocking and Selling Participating Designer Clothes
- **Fashion Con** : A Four Day Seminar and Workshop with leading Fashion and Lifestyle Professionals
- **Fashion Museum** : Showcasing Various Innovations and Milestones in Fashion
- **Style Corner** : Visitors of BFW are given opportunity to Consult with our Stylist for Style Tips and Instant Make Over
- **Photo Studio** : A Full Fledged Branded Photo Studio for Visitors for Photo Opts which can be used by them for Social Trending
- **Experience Lounge** : Brands are Invited to set up their Experience Lounge to give Our Visitors a First hand experience to their Newly Launched products.
- **LIVE LED Wall** : Strategically placed LED Wall that would offer Live Streaming of the Shows running at the MSA and Commercials of Our Sponsors.





# BFW App

## BFW IOS App

- Over 10,000 Active IOS App Downloads
- BFW App Brings Bangalore Fashion Week, India's Premier Fashion Event to your fingertips.
- BFW App gives you Access to the Participating Fashion Designers, Models, Fashion Show Videos, Fashion Music, Event Access, BFW Social Connect, Store with the Latest Designer Clothes, Fashion and Lifestyle Tips and Articles
- Download Link : <http://www.BangaloreFashionWeek.in/App.asp>

**BFW**   
*Live*™



## BFW Live

- Over 2Lakh Subscribers to the Live Streaming Channel
- BFWLive Takes Bangalore Fashion Week to the Homes and Offices of Fashion Enthusiasts across the Globe
- BFWLive Covers the Entire Event Live and Streams it to over 2 Lakhs Subscribers across the Globe
- BFWLive Site : <http://www.BFWLive.com>

# Associations

## Option 1 : BRAND Presents BFW



### Branding

- '**Brand**' Logo will be Integrated into the Composite Logo of the Event
- '**Brand**' Presents the Entire Event
- All references to the event would be '**Brand**' Bangalore Fashion Week
- All media Releases by BFW will carry the Composite Logo which includes '**Brand**'
- Run Commercials of '**Brand**' on 25,000 Live Invites
- Run Commercials of '**Brand**' During the Live Streaming of all 28 Shows on FBLive, YouTube and BFWLive.com
- Embed Commercials of '**Brand**' into the Recordings of all 28 Shows
- 2 Week Social Media Campaign with '**Brand**' presenting BFW
- Shoot with Models / Designers with '**Brand**' for Social Trending
- 2 Week Radio Campaign with '**Brand**' presenting BFW
- 2 Week Zoom TV Ad Campaign with '**Brand**' presenting BFW
- BFW IOS App Branding
- Cover Page Branding of Grand Finale Show with '**Brand**' Branding on BFW Magazine
- Double Spread '**Brand**' Advertisement in BFW Magazine



## Option 1 : BRAND Presents BFW



### **Brand Show**

- One Exclusive Brand Show dedicated to '**Brand**' with all production of the show taken care by BFW
- Production Includes S&L, Stage, Backdrop, Choreographer, Models, Fashion DJ, Backstage Manager and team, Makeup, Guest List Managers, etc.

### **Brand Experience Lounge**

- Space of 40x10 Feet to set up '**Brand**' Experience Zone / VIP Lounge
- All 28 Post Show Media Interviews of Designers, Models and Showstoppers will take place at the '**Brand**' Experience Zone / VIP Lounge

### **PR Activity**

- Front Page Media Net Shot in Times of India (Bangalore, Mumbai & Delhi) with '**Brand**' branding
- PR Activity Across India announcing association of '**Brand**'

### **Promotions At Event**

- Run '**Brand**' Commercials on Digital Screens strategically placed at the Event Venue
- Frequent MC Announcements of '**Brand**' at all 28 Fashion Shows
- Inclusion of '**Brand**' as the Presenter on all 28 Fashion Show Backdrops, 25,000 Live Invites, PR Walls, etc.

## Option 2 : BRAND Powers BFW



Get to Power the Most Glamorous Fashion Event

### **Branding**

- **Brand** Logo will be Integrated into the Composite Logo of the Event
- **Brand** Powers the Entire Event
- All references to the event would be Bangalore Fashion Week powered by **Brand**
- All media Releases by BFW will carry the Composite Logo which includes **Brand**
- Run Commercials of '**Brand**' on 25,000 Live Invites
- Run Commercials of '**Brand**' During the Live Streaming of all 28 Shows on FBLive, YouTube and BFWLive.com
- Embed Commercials of '**Brand**' into the Recordings of all 28 Shows
- 2 Week Social Media Campaign with **Brand** Powering BFW
- Shoot with Models / Designers Holding **Brand** for Social Trending
- 2 Week Radio Campaign with **Brand** Powering BFW
- 2 Week Zoom TV Ad Campaign with **Brand** Powering BFW
- BFW IOS App Branding
- 1 Single page Brand Advertisement in BFW Magazine

## Option 2 : BRAND Powers BFW



### **Brand Show**

- One Exclusive Brand Show dedicated to **Brand** with all production of the show taken care by BFW
- Production Includes S&L, Stage, Backdrop, Choreographer, Models, Fashion DJ, Backstage Manager and team, Makeup, Guest List Managers, etc.)

### **Brand Experience Lounge**

- Space of 20x10 Feet to set up '**Brand**' Experience Zone / VIP Lounge

### **PR Activity**

- Front Page Media Net Shot in Times of India (Bangalore, Mumbai & Delhi) with '**Brand**' branding
- PR Activity Across India announcing association of '**Brand**'

### **Promotions At Event**

- Run '**Brand**' Commercials on Digital Screens strategically placed at the Event Venue
- Frequent MC Announcements of '**Brand**' at all 28 Fashion Shows
- Inclusion of "**Brand**" as the Powered by Sponsor on all 28 Fashion Show Backdrops, 25,000 Live Invites, PR Walls, etc.



## Option 3 : BRAND Presents BFW After Parties



An option to Present the After Parties of BFW and connect with the Fashionable Youth of India..

### **Branding**

- '**Brand**' Logo will be Integrated into the Composite Logo of the BFW After Parties
- '**Brand**' Presents the BFW After Parties
- All references to the Parties would be '**Brand**' After Parties
- All media Releases by BFW After Parties will carry the After Party Composite Logo which includes '**Brand**'
- Run Commercials of '**Brand**' on 25,000 Live Invites
- Run Commercials of '**Brand**' During the Live Streaming of all 28 Shows on FBLive, YouTube and BFWLive.com
- Embed Commercials of '**Brand**' into the Recordings of all 28 Shows
- 2 Week Social Media Campaign with '**Brand**' presenting BFW After Parties
- Shoot with Models / Designers with '**Brand**' for Social Trending
- 2 Week Radio Campaign with '**Brand**' presenting BFW After Parties
- BFW IOS App Branding
- Single Page '**Brand**' Advertisement in BFW Magazine

## Option 3 : BRAND Presents BFW After Parties



### **Brand Experience Lounge**

- Space of 20x10 Feet to set up '**Brand**' Experience Zone / VIP Lounge

### **PR Activity**

- PR Activity Across India announcing association of '**Brand**'

### **Promotions At Event**

- Run '**Brand**' Commercials on Digital Screens strategically placed at the Event Venue
- Frequent MC Announcements of '**Brand**' at all 28 Fashion Shows
- Inclusion of '**Brand**' Presenting After Parties on all 28 Fashion Show Backdrops, 25,000 Live Invites, PR Walls, etc.

## Option 4 : BRAND Partners BFW



An option to Partner with Bangalore Fashion Week as Fashion, Style, Car, Makeup, Good Times, Jewelry, etc..

### **Branding**

- 2 Week Social Media Campaign on '**Brand**' partnering BFW
- 2 Week Radio Campaign on '**Brand**' partnering BFW
- BFW IOS App Branding
- Run Commercials of '**Brand**' on 25,000 Live Invites
- Run Commercials of '**Brand**' During the Live Streaming of all 28 Shows on FBLive, YouTube and BFWLive.com
- Embed Commercials of '**Brand**' into the Recordings of all 28 Shows
- 1 Single page '**Brand**' Advertisement in BFW Magazine

### **Brand Experience Lounge**

- Space of 15x10 Feet to set up '**Brand**' Experience Zone / VIP Lounge at the Pre Function Area



## Option 4 : BRAND Partners BFW



### **PR Activity**

- TOI Media Net release in Bangalore announcing the Association of '**Brand**' with BFW
- PR Activity Across India announcing association of '**Brand**'

### **Promotions At Event**

- Run '**Brand**' Commercials on Digital Screens strategically placed at the Event Venue
- Frequent MC Announcements of '**Brand**' at all 28 Fashion Shows
- Inclusion of '**Brand**' as the Partner on all 28 Fashion Show Backdrops, 25,000 Live Invites, PR Walls, etc.

## Option 4 : BRAND Experience Zone at BFW



India's Biggest Fashion Extravaganza with over 30 Fashion Designers, Lifestyle Experience Zone, 50 International Models, After Parties at Sheraton Grand Bangalore, India.

- Over 21,000 Highly Potential Visitors at the Fashion Week
- BFW Multi Designer Store
- Dedicated Lifestyle Experience Zone
- Over 28 Fashion Shows with Leading International Fashion & Accessory Designers with Celebrity Showstoppers
- Event Dates : 27th, 28th, 29th and 30th July 2017
- Event Timings : 12am to 9.30pm
- Venue : Sheraton Grand Bangalore, India

BFW 17th Edition is also an international trading platform that aims to showcase and promote a full range of products and services as well as create a venue for networking and sourcing.

In addition to Multi Designer Store and Experience Zones, BFW 17th Edition will also be host to a range of trade presentations, seminars and workshops for fashion professionals.

## Option 4 : BRAND Experience Zone at BFW



### **Visitors Profile**

Bangalore Fashion Week, being an established fashion event, attracts the best of the fashion fraternity in Bangalore and from around the country. The event is a host to a large number of HNI invitees, media, buyers, and fashion enthusiasts who seek to find the best the city has to offer in luxury and lifestyle. The visitors would be a mix of the invitees of the event and walk-in enthusiasts.

Visitors Promotion is done by direct mailing potential visitors & updating on our social networks, our official website which gets very high traffic few weeks before the event and through media campaign such as leading press, radio, hoardings, newspaper and internet. Last edition, our event foot-fall was 17,800 persons, spread over the 4-days.

### **BRAND Experience Zone..**

Space of 15x10 Feet to set up **BRAND** Experience Zone / VIP Lounge at the Pre Function Area



## Option 4 : BRAND Show at BFW



An Opportunity to Showcase Your Brand in the Best Way possible - An Exclusive '**Brand**' Fashion Show

- One Exclusive Brand Show dedicated to '**Brand**' with all production of the show taken care by BFW
- Production Includes S&L, Stage, Backdrop, Choreographer, Models, Fashion DJ, Backstage Manager and team, Makeup, Guest List Managers, etc.

## Option 5 : BRAND Commercials at BFW



An Opportunity to Run '**Brand**' TV Commercials to the People That Matter.. Over 1 Million Fashion Enthusiast.

- Ten Second '**Brand**' TV Commercial During the Live Streaming of all 28 Fashion Shows on FBLive YouTube, BFW Live Invites and BFWLive.com
- Ten Second '**Brand**' TV Commercial will be run on the Digital Screen Strategically Placed at the Event Venue on all 4 Days..
- Ten Second '**Brand**' TV Commercial will be Included into all 28 Designer Show Videos and Distributed to all BFW Social Networks
- Ten Second '**Brand**' TV Commercial will be Included into all 28 Designer Show Videos and Distributed to the Participating Designers
- All The Videos with '**Brand**' TV Commercials will be Hosted and Promoted on [BFWLive.com](http://BFWLive.com) : Fashion & Lifestyle Online Channel
- All Videos are Permanently Hosted and Played when they are accessed..

## Option 6 : BRAND Print Ad in BFW Magazine



### YOUR BRAND Magazine Ad

#### BFW Magazine

A compilation of Over 30 Fashion Designers of the 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> Editions of **Bangalore Fashion Week** with over 50 Pages Dedicated to Fashion and Lifestyle is scheduled to be Released in the Month of July 2017.



#### BFW Magazine Highlights

- Circulation of 10,000+ Copies across India
- Free Copies sent to Fashion Designers, Fashion Buyers, Socialites, Fashion Models, Corporate Heads, Fashion Boutiques, Actors, Musicians, Garment Manufacturers, Textile Industries, etc.
- Coverage of BFW 14th and 15th Edition with over 30 participating Designers, Discussions and Columns on Fashion and Style, etc.





## **Dream Merchants Events & Entertainment Group**

### **HO**

1/1, Bore Bank Road,  
Benson Town,

**Bangalore** – 560 046

Ph : 91-80- 42048571 / 764 / 765 / 270

<http://www.BangaloreFashionWeek.in>

[sales@BangaloreFashionWeek.in](mailto:sales@BangaloreFashionWeek.in)

### **Branches**

**United Arab Emirates - Dubai:** +971-529504060

**Thailand - Bangkok:** +66-21055718

**United Kingdom - London:** +44-2035149278

### **Contacts –**

Feroz Khan (+91-9900506937)

Dream Merchants (1993-2017) All rights reserved. Reproduction in whole or in part in any form or medium without written permission is prohibited. Usage of this PPT is subject to terms and conditions.