



Cabo Verde | International  
Verde Fashion Hub



1st - 8th April 2025

# Designers Package

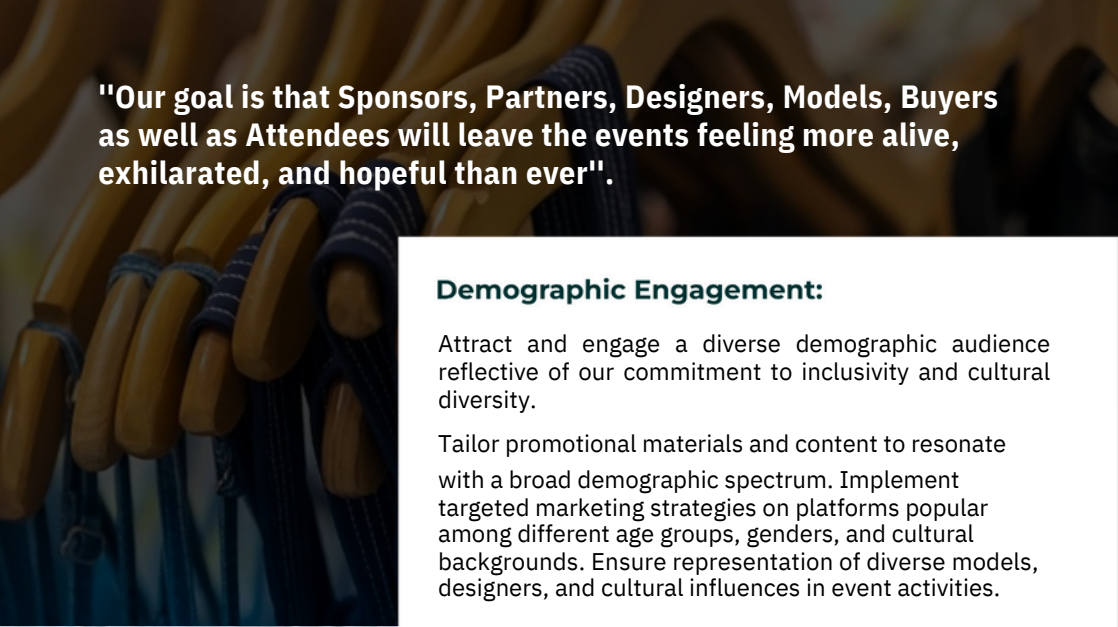
Fashion's destination 25



## > Praça Centre

Located in the heart of Praia, Cape Verde, Praça Centre is an iconic venue known for its modern architecture and versatile event spaces. With a blend of contemporary design and cultural significance, Praça Centre offers the perfect setting for Cabo Verde Fashion Week.

The venue boasts state-of-the-art facilities, including a spacious main hall for runway shows, adaptable showroom areas for designer displays, and ample amenities for both guests and participants. Its central location ensures easy access for attendees, making it an ideal backdrop to showcase the vibrant and dynamic fashion of Cape Verde.



**"Our goal is that Sponsors, Partners, Designers, Models, Buyers as well as Attendees will leave the events feeling more alive, exhilarated, and hopeful than ever".**

### **Demographic Engagement:**

Attract and engage a diverse demographic audience reflective of our commitment to inclusivity and cultural diversity.

Tailor promotional materials and content to resonate with a broad demographic spectrum. Implement targeted marketing strategies on platforms popular among different age groups, genders, and cultural backgrounds. Ensure representation of diverse models, designers, and cultural influences in event activities.



### **Media Visibility and Publication:**

Secure extensive media coverage and publication to maximise brand exposure and event recognition

Cultivate partnerships with reputable media outlets to ensure pre-event coverage and post-event highlights. Leverage social media platforms with engaging content, live updates, and behind-the-scenes footage to generate online buzz. Create press kits and media packages for distribution, highlighting sponsors' involvement and contributions.

### **Buyer, Press, Models, and Designer Engagement:**

Objective: Provide a platform for meaningful engagement and networking opportunities among buyers, press, models, and designers.

Facilitate exclusive networking sessions, seminars, and workshops to connect sponsors directly with industry professionals. Create a designated buyer's lounge and press zone for targeted interactions and interviews. Ensure a diverse and inclusive runway showcasing models of different backgrounds, body types, and ethnicities. Host designer meet-and-greet sessions and foster collaboration between designers and sponsors for mutual visibility.

# DESIGNERS PACKAGE

**\$400**

- Access to Showcase: 10 looks on the runway
- Access to professional Models
- Brand Exposure: Inclusion in event promotional materials and media tours
- Designer Profile: Feature in the event program, website and social media platforms
- Networking Opportunities: Access to industry networking events
- One Event Passes: Admission for designer

**\$700**

- Access to Showcase: 10 looks on the runway
- Access to professional Models
- 1 week Accommodation
- Brand Exposure: Inclusion in event promotional materials and media tours
- Designer Profile: Feature in the event program, website and social media platforms
- Networking Opportunities: Access to industry networking events
- Two Event Passes: Admission for designer and one assistant

**\$1,000**

- Access to Showcase: 20 looks on the runway
- Open / Closing line
- Access to professional Models
- Lookbook shoot
- 1 week Accommodation
- Island Tour
- Brand Exposure: Inclusion in event promotional materials and media tours
- Designer Profile: Feature in the event program, website and social media platforms
- Networking Opportunities: Access to industry networking events
- Three Event Passes: Admission for designer and two assistant



# SHOWROOM PACKAGE

**\$500**

- 10 looks
- Interview
- Fitting Room
- Pre - event Marketing
- Standard Size Clothing rail
- Steamers
- Styling
- One Assistant

**\$1,000**

- 10 looks + Fashion Present
- Lookbook shoot
- Interview
- Fitting Room
- Pre - event Marketing
- Standard Size Clothing rail
- Steamers
- Styling
- One Assistant

**\$1,500**

- 20 looks + Showcase
- Lookbook shoot
- Island Tour
- Interview
- Mannequin
- Fitting Room
- Pre - event Marketing
- Standard Size Clothing rail
- Steamers
- Styling
- Two Assistant



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