

# FEERIC FASHION HUB.

JULY  
17<sup>th</sup> to 22<sup>nd</sup>  
2024

FEERIC  
FASHION  
WEEK®



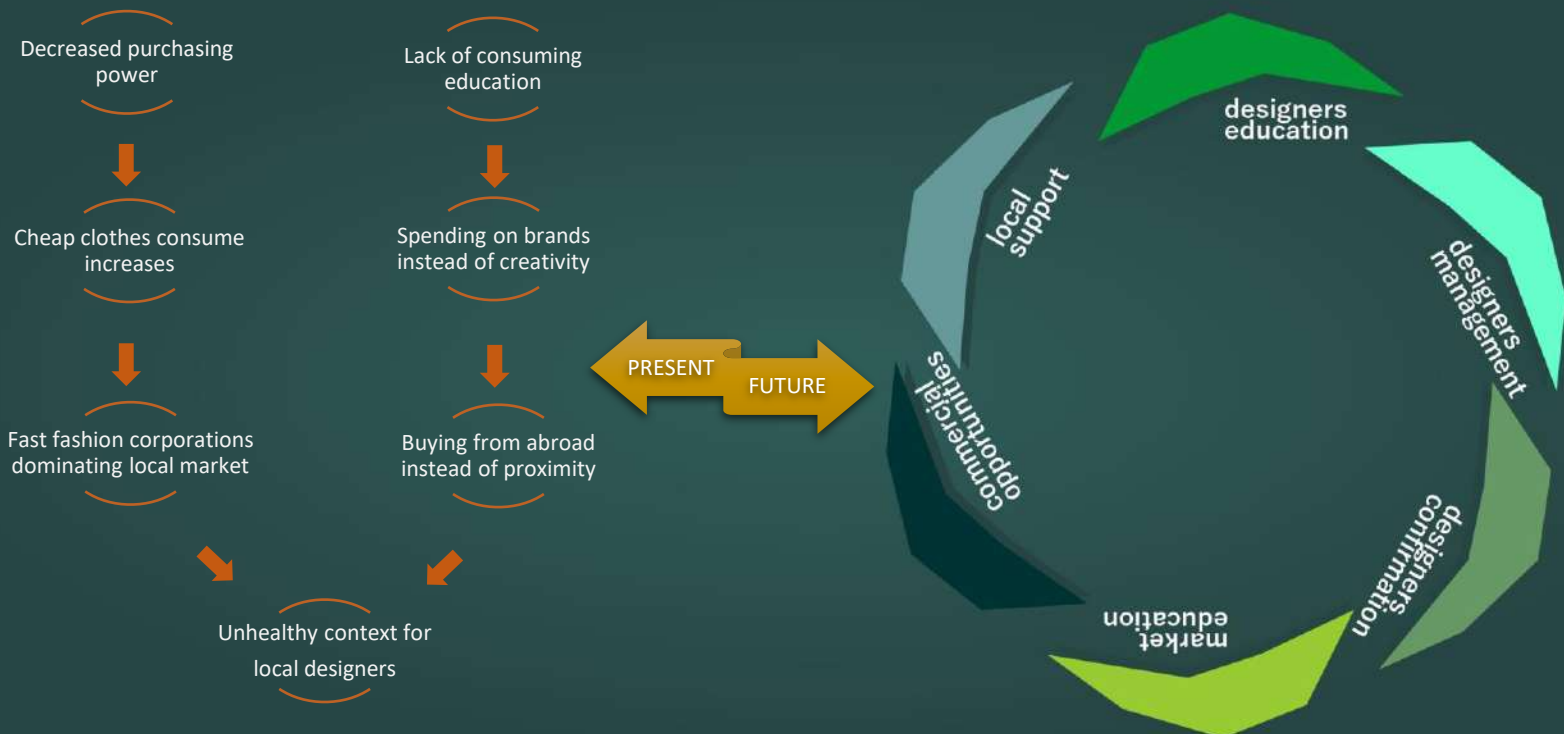
FEERIC FASHION HUB is bringing a positive impact to the fashion industry and markets in Eastern Europe, Balkans, Central Asia, Middle East and North Africa, that are facing a similar fashion context – resources of creative talent, good education in terms of design and technology, cheap costs of production, but a decreased purchasing power and lack of circular local fashion economy. Our mission is to facilitate the process of improving this situation to the ones willing to change local fashion climates into a sustainable and flourishing development, meant to offer chances for international confirmation.



- 52 countries / 3 continents
- 100 universities
- 300 designers

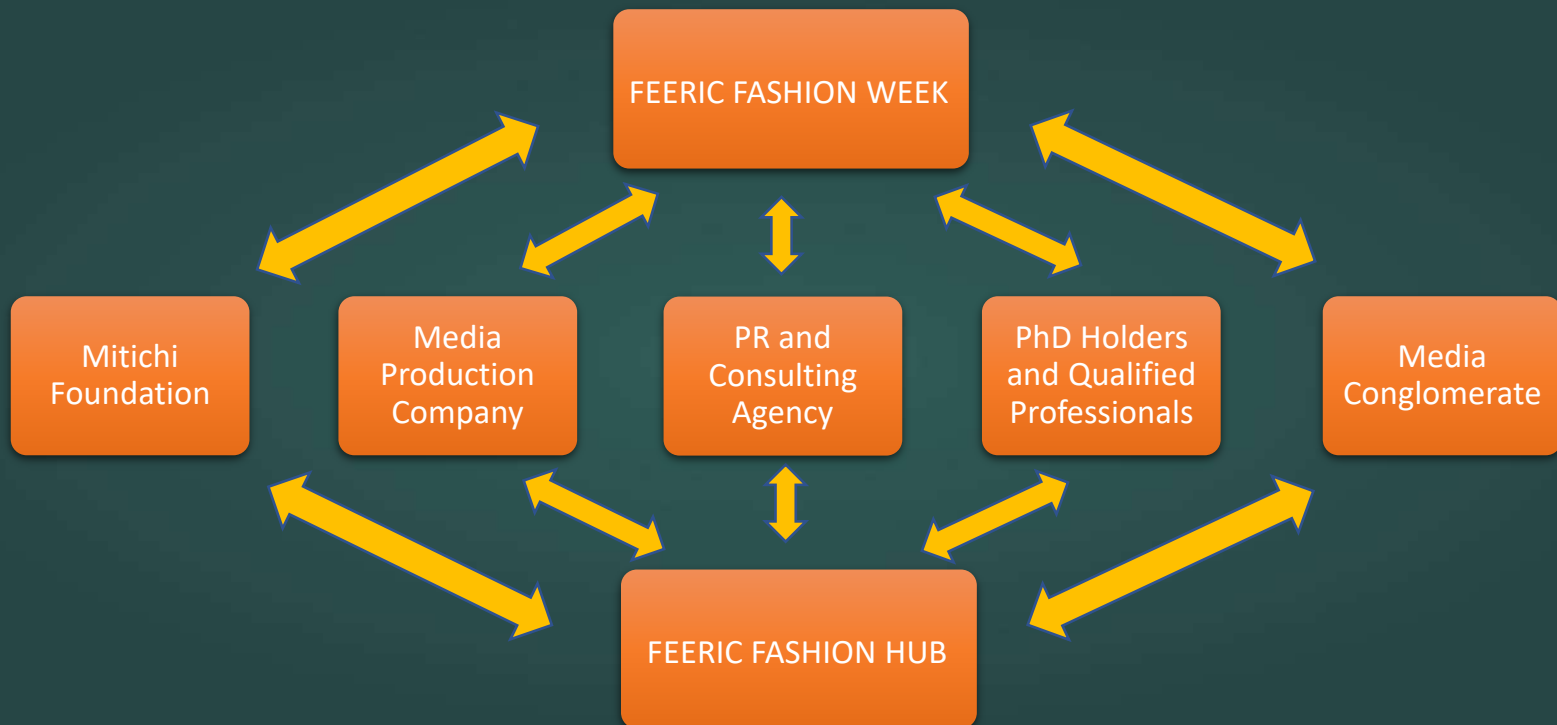
Our mission is to change perspectives of both creators and markets in order to make them meet in a balanced context. Failing economy and poor education could easily lead to a chaos, whilst people priorities change, and it becomes harder for creative fashion to prevail over basic needs. The youngest unexperimented creators are the most affected ones but our hub is offering them support and consulting for a smoother entry in the industry and for a cleaner and faster establishing strategy.

All our data, resources and expertise will be at all Feeric Fashion Hub members disposal.



Behind the project is a team with a great experience in fashion, communication and sustainability. #feericteam has built in the last decade the greatest fashion project in Eastern Europe and created connections and opportunities for designers, retailers, photographers, make up artists, hairstylist, modeling agencies, sylvists, art directors, influencers and journalists from around the world under the unique Feeric Fashion Week.

Feeric Fashion Hub is backed by Mitichi Foundation, a production company, a media conglomerate, a consulting and PR agency and a worldwide net of PhD holders and highly qualified professionals



# FEERIC FASHION WEEK®

## FASHION WEEK

Feeric Fashion Week® is part of Feeric Fashion Hub being its own nucleus and the living proof that things may change in an unfavorable context for fashion design development. At its 15<sup>th</sup> edition, is considered to be the greatest fashion week in Eastern Europe and the most creative one in the world. More than 25.000 people attended it's events in Transylvania, the legendary region of Romania. Sibiu is the European ex Capital of Culture and the headquarter of Feeric Fashion Week®



200 professionals are part of #feericteam and their continuous efforts are focused in creating an exceptional fashion week. More than 20 different outdoor and indoor places (streets, factories, historical buildings, industrial halls, public squares, railroad depot, airport, bridges, palaces, museums, factories, zoo, etc.) are hosting fashion shows and connected events. Feeric Venue is the headquarter where you can join fashion shows, fairs, exhibitions or after parties.



More than 30 established designers, guests and over 200 students from countries all around the world are joining next edition - Italy, France, UK, USA, Hong Kong, Canada, Argentina, Ukraine, Chile, Singapore, Spain, Pakistan, Egypt, Malta, Greece, Serbia, China, Poland, Paraguay, Germany, Moldova, Sweden, Russia, Lebanon, Belgium, Turkey, Netherlands, Korea, Romania, Czechia, Bulgaria. Emerging designers or big brands are showcasing amazing collections for 6 days in Sibiu.



Feeric Fashion Week doesn't only mean catwalks but fashion design competitions, charity events, exhibitions, workshops, fairs, parties, cocktail meetings, press conferences, networking. Under a new direction designers and students, members of the hub will access ancestral resources and have the opportunity to work under professors and art directors coordination in order to create new inspired items or collection. The best ones will win free scholarships, marketing advising sessions and the opportunities to sell to a larger market.





Artists, influencers, journalists, buyers, personalities and socialites from all around the world are coming to Feeric: Diane Pernet (ASVOFF), Liana Satenstein (VOGUE.com), Adriana di Lello (Elle Italia), Jacopo Bedussi (Vogue Italia), Derek Warburton (editor in chief Lapalme Magazine), Raoul Keil (editor in chief Schon Magazine), Tuna Yilmaz (President of Istanbul Fashion Film Festival). Giovanni Ottonello (IED Milan), Nicola Maimone (Armani), Valeria Mangani (Vice President of Alta Roma), Giulio Dal Dosso, Anne Wu (representatives of LVMH), Rocco Leo Gagliotti (president FNL Network), Catrinel Marlon (actress) and many others.



# FEERIC FASHION WEEK®

PRESS

FFW succeeded to cross national borders and was spotted by the international press. International magazines and websites are constantly posting photographs and writing about us. For the next edition VOGUE Italia, ELLE Italy, Schön, Fashion Week Online, Modic, L'Officiel Malaysia, L'Officiel Middle East, GQ, I-D Italy, 33 Magazine, Fashion Channel, Trend Prive, MITH, Fucking Young, Cosmopolitan, Elle Romania, Kreep, Marie Claire, Unica, A-list, Glamour Romania, The LA Fashion, Le Fashion Post, LAPALME, Caras Argentina, Femme Magazine, Sunday Times Malta, Diario De Cadiz, Sevilla De Moda will join us.



# FEERIC FASHION WEEK®

## EDITORIALS

Being a member of the hub, it comes with so many opportunities for business development in terms of commercial and exposure possibilities. During every FEERIC FASHION WEEK edition and in between, designers items might be included in editorials produced by #feericteam for magazines all around the world or by associate stylists and agencies that keep an eye on hubs activities and it's members collections.



















