



**— TFW —**

**ex BORSA VALORI**

Via S. Francesco da Paola, 28\_ Torino

27 th june\_ 3 rd july 20**20**

**TMODA**

[www.torinofashionweek.moda](http://www.torinofashionweek.moda)

in collaboration with

**RINASCENTE**

**Torino Fashion Week** is an international format addressed to innovative brands, young fashion designers and fashion small and medium enterprises.

Every year international brands from all over the world take part into this huge event that combines 7 days of international catwalks shows, talks and workshops with international speakers, an exhibition area and 1 international brokerage event among companies buyers and experts of the fashion system .

This event is promoted worldwide thanks to the collaboration with the Enterprise Europe Network (EEN), the most important european network, co-financed by the European Commission, that supports small and medium enterprises to grow and to innovate internationally providing services related to innovation and internationalization, such as the partner search process.

The wide and so huge appeal that the event achieved in 4 years consolidated the strength of the format and the development of an increasing interest from all over the world!

This is the new generation of fashion show dedicated to emergents, to the small and medium enterprises, to all the new brands who wish to be noted, who are sustainable oriented and who give more attention to the real quality and contents rather than to ornaments.

This is the event where to be, the event that wish to help companies and entrepreneurs to grow and to create international and business connections.

We are surely the future on this matter, we are proud to be different from other fashion events, from the already known fashion weeks.

We wish mostly to give voice to all the talented designers and companies from all over the world collecting them into a unique place within an amazing week full of inspiring contents and contacts!

Our aim is to scout in every single part of the world the emergents who really wish to be noted!

The first edition of the *Turin Fashion Week* took place in 2016.

The event determined a *new model* of fashion week including *innovative concepts of development for emerging companies interested in international connections.*

In fourth editions the event obtained a worldwide acclaim that is destined to a massively growth in the near future.



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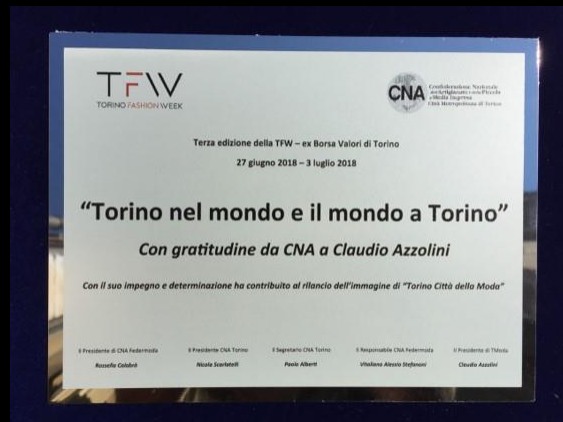
# AWARDS TORINO FASHION WEEK by CNA FEDERMODA

2017



**TFW**  
 TORINO FASHION WEEK

2018



**TORINO**  
**FASHION**  
**WEEK**

2019



**TORINO**  
**FASHION**  
**WEEK**



**Torino Fashion Match**, organized by Unioncamere Piemonte, is a brokerage event focused on *Textile and Fashion Industry* where companies, fashion designer, agents, producers, distributors and brands active in fashion and textile, can meet potential business and technological partners.

The Event will be organized in the framework of the fifth edition of the Torino Fashion Week (*27th June - 03rd July 2020*), 7 days of fashion catwalks, b2b and workshops. Torino represent a pit stop for fashion beginners, addressing, in that way, to emerging fashion designers who work in a very exciting environment finding inspiration from the new trends and innovation released by the city and from the huge tradition the territory has from the very past, with his famous Italian textiles' brands and manufactures companies.

The b2b is realized in collaboration with the Enterprise Europe Network (EEN) and supported by the EEN Sector Group Textile and Fashion committed to bring European fashion and textile producers together to enhance opportunities and commercial partnerships.



Through joint activities the Sector Group supports creative companies finding partners for joint projects, exploring new markets as well as sharing knowledge, ideas, innovation and inspiration.

Torino Fashion Match b2b will allow participants to get together with the most promising business partners in pre-scheduled meetings.

Besides a look book, participants have the possibility to bring 3 items of their collection to the EEN B2B area for demonstration purpose only during the meetings.

Unioncamere Piemonte, as member of EEN, will manage the international matchmaking event and will host a dedicated workshop on wearable technologies and fashion addressed to the interested participants involved in the fashion industry.

The annual meeting of the Enterprise Europe Network annually hosts the Awards Ceremony dedicated to the best practices of the year carried out among all members of the network (over 600 contact points worldwide).

For the Sector Groups session, our Textile and Fashion group was on the list among the 3 finalists and we were awarded as Best Practice 2019!



The award was given to us directly by the EEN network, the EASME (European Agency for Small and Medium Enterprises) and obviously by the European Commission!

The Sector Group Textile and Fashion best practice is as follows: FashionMatch the next generation of brokerage event.

It consists in having created the Fashion Match format within the Sector Group Textile which includes 2 events (b2b) entered twice a year at two different events: Modefabriek Fair Amsterdam \_ in January and Turin Fashion Week in June.

The format was very appreciated by the EASME and the EU Commission because it creates greater visibility, a structured communication for both activities, greater synergy between the members and the bodies involved in two affiliated activities and above all loyalty on the part of the companies. Within the EEN network it is a very prestigious recognition!

Awards : [www.youtube.com/watch?v=iYwyGrid9ak](http://www.youtube.com/watch?v=iYwyGrid9ak)

## FACTSHEETS Torino Fashion Week 2k16\_17\_18\_19

Organized by TModa

13\_ main Partner

49\_ technical Partner

12\_ institutional Partner

6\_ International Collaboration

290\_ emerging stylists from all over the world on catwalk

1220\_ web articles

232\_ paper articles

122\_ videos

63.000\_ tickets request

14.000\_ reserved seats

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## FACTSHEETS Torino Fashion Match\_ B2B 2k16\_17\_18\_19

Organized by Unioncamere Piemonte in collaboration with the Enterprise Europe Network

Best Practice Award 2019 by EEN Sector Group Textile and Fashion\_ European Commission

6\_ international relationships

1131\_ registrations received

623\_ participants to the b2b

16\_ buyers

36\_ countries involved

2395\_ meetings realized

950\_ international meetings



## COLLABORATIONS

- Italy \_ Unioncamere Piemonte Torino <http://www.pie.camcom.it/>
- Italy \_ CCIAA Camera di Commercio di Torino <https://www.to.camcom.it/>
- Italy \_ CNA Torino Federmoda <https://www.cna-to.it/it/Home/>
- Italy \_ CBI Camer Buyer Italiana <https://www.camerabuyer.it/it/>
- Italy \_ Unione Industriale <https://www.ui.torino.it/>
- Italy \_ Rinascente [www.rinascente.it](http://www.rinascente.it)
- Europe \_ EEN Enterprise Europe Network <https://een.ec.europa.eu/>
- Europe \_ Easme <https://ec.europa.eu/easme/en>
- Europe \_ European Commission <https://ec.europa.eu/italy/>
- South Africa \_ SEDA <http://www.seda.org.za/>
- UAE \_ IFDC Islamic Fashion and Design Council <https://www.ifdcouncil.org/>
- China \_ CIC Associazione stilisti italo\_cinese <https://www.cic2012.com/en/home?l=it>
- Usa \_ FBN Fashion Buyers Network <https://fashionbuyersnetwork.com>
- Usa \_ Beverly Hills Fashion Week



**- TFW -**

3 rd july 20 **20\_** 9 p.m.

Camera Buyer Italia\_ Italy  
Fashion Buyer Network\_ New Jersey  
Rinascente\_ Italy  
CNA Federmoda\_ Italy  
Seda\_ South Africa  
Modest Fashion\_ United Arab Emirates

**AWARDS**



**— TFW —**

Fashion reflects the culture of a  
country, it's the symbol of his style\_

Claudio Azzolini  
Founder Torino Fashion Week  
TModa President

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