

RIGA
FASHION
WEEK

October 29-31

UNITED



FASHION

CALL FOR FASHION DESIGNERS

United Fashion x Riga Fashion Week October 29-31, 2020

CALL FOR FASHION DESIGNERS

7 organizations that are active in the fashion industry all over Europe and supported by the Creative Europe program of the EU, has organized this call in the framework of the United Fashion project.

SELECTED DESIGNERS WILL BE ABLE TO:

- present their collection to 3 international fashion experts and receive their professional review from a buyers' point of view;
- join the webinar dedicated to "Digital Communication and Brand Management during and after Pandemic Times".

The fashion expert Margareta van den Bosch (H&M, Sweden) will select one designer for an individual coaching session (about 30 minutes).

WHO CAN APPLY?

- Fashion designers legally based in **EU-27 and the Balkans**;
- ready-to-wear collection (women/men), preferably SS21 or FW20/21.
No accessories lines;
- at least 2 years of brand existence;
- minimum of 2 sales points;
- innovative DNA;
- clear communication and distribution vision.

Physical and/or digital participation

Please note that the event takes place **physically and digitally**. Designers who are not from the Baltics will take part digitally. Therefore, they must ensure a very good digital presentation revealing the DNA of their collection as well as its technical aspects (tailoring, quality of sewing and fabrics). Designers-finalists should send the final video and/or photo material three days before the presentation and review.

If designers decided to present their collection physically, it must be shipped to Riga 3 days before the presentation (by courier service – DHL, UPD, Fedex or other). The collection will be shipped back to the designer by the Baltic Fashion Federation within 3 days after the presentation.

PROVISIONAL PROGRAMME

October 29

13.00 – 14.00

Webinar: “Digital Communication. Brand Management during and after Pandemic Time”

Speakers:

Daniel Essa (France)

Philippe Mihailovich (France)

Eliza Drāzniece (Latvia)

14.15 – 15.30

Off-line seminar: Brand Management. B2B / B2C Communication

Speakers:

Daniel Essa (France)

OR Eliza Drāzniece (Latvia)

October 30

13.00 – 13.40

Digital online & off-line presentations of the Designers' Collections

13.40 – 15.30

Review by international fashion experts and online speed-up meetings

Experts:

Daniel Essa (France)

Margareta van den Bosch (H&M, Sweden)

Eliza Drāzniece (Latvia)

Information on speakers and experts



Margareta van den Bosch is a Swedish fashion designer with more than 20 years of experience as the design director at H&M, and sees herself as the “den mother” of her team of 100+ H&M designer. Van den Bosch is responsible for the wildly popular collaborations H&M did with designers like Karl Lagerfeld, Stella McCartney, Donatella Versace and Roberto Cavalli. Margareta’s collaborations haven’t stopped at designers — Madonna and Kylie Minogue have tried their hand at collections with the company.



Philippe Mihailovich — brand architect, professor, strategic brand consultant. As a partitioner, has been the marketing head of famous international brands such as Nivea, Wella (P&G) and British Telecom. As founder and president of HAUTE LUXE, he currently works as a brand strategist specializing in modifying brand DNA, storytelling and story-building strategies primarily for the ‘luxury’ industry in Paris and London.



Daniel Esssa is a Syrian fashion designer based in France. He is the creative director and lead designer for his own fashion label. Brand has gotten recognition from Vanity Fair, Vogue, Elle and many others. As the creative director of the French luxury brand, Daniel entered the fashion world as a TV host for his own television show.



Eliza Drazniece — fashion brand manager and business consultant. Internationally experienced fashion business professional within Luxury and Premium segments.

15+ years in buying, retail & wholesales across multiple product categories in womenswear, menswear, accessories & lifestyle. Have gained valuable experience with Stella McCartney, The Row, Azzedine Alaïa, Céline, Off-White c/o Virgil Abloh and others.

DETAILS OF THE PARTICIPATION

Costs

Costs for the seminar, the collection's review and the collection delivery and insurance will be covered by the hosting organization Baltic Fashion Federation.

Timing

13 October: deadline for this call.

15 October: private announcement of finalists.

21 - 23 October: physical collection shipped to Riga (to be delivered to Riga by October 27) — for off-line participation.

27 October: final version of digital presentation sent to organizers.

2 November: collections shipped back to designers.

HOW TO APPLY

Submit your application by filling the form [HERE](#)

Please send further information via email:

- Digital collection presentation: video of 3-4 minutes long / 16:9 recommended / HD format, OR digital workbook, OR other / URL

Submit your application to info@united-fashion.eu, and if you are legally based in one of the countries listed below please also send it to the local partner:

Baltic countries: project@bffederation.com

Belgium – Brussels: benedicte.debrouwer@mad.brussels

Belgium – Flanders: hanne.debaere@flandersdc.be

Balkans: info@fashionweekendskopje.mk (Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia, Slovenia, Serbia)

Germany: leonie.arau@fashion-council-germany.org

Portugal: joana.jorge@modalisboa.pt

Other European countries: info@united-fashion.eu

Your application should be sent by October 13, 2020, at the latest.

WHAT IS RIGA FASHION WEEK?

(See also www.rfw.lv)

Since 2004, the Riga Fashion Week offers a biannual B2B and B2C week hosting fashion shows, presentations, showroom and see now-buy now activities. It attracts leading Latvian, Estonian and Lithuanian designers as well as some guest designers from Italy, Russia, Ukraine and other countries.

It is the biggest and most prestigious fashion event in the Baltics gathering every season fashion professionals, local and international press and public audience.

UNITED FASHION

The United Fashion project is carried out by a cluster of 7 organisations active in the fashion sector in Europe, namely **MAD Brussels (BE)**, **Flanders DC (BE)**, **ModaLisboa (PT)**, **Baltic Fashion Federation (LV)**, **Maison de Mode (FR)**, **Fashion Weekend Skopje (MK)**, and **Fashion Council Germany (DE)**. The aim of this project, supported by the Creative Europe programme of the EU, is to enhance the culture of fashion designers across Europe to be more business minded and at enhancing their competitiveness internationally without limiting the creativity.

Through a number of international network events and trans disciplinary training workshop, more than 150 fashion designers will have the opportunity to participate by showcasing their collection, getting to know and understand several European markets, developing new skills in fashion tech, sustainable fashion, production, craftsmanship, business models.

UNITED FASHION

A project of:

MAD

**FLAN
DERS
DC**

MODALISBOA
LISBOAFASHIONWEEK

M
MAISON
DE MODE

**FASHION
WEEKEND
SKOPJE**

FC
FASHION
COUNCIL
GERMANY

B
BAL TIC
FASHION
FEDERATION

Supported by:



Co-funded by the
Creative Europe Programme
of the European Union