



# SPRING SUMMER 2020

October 7 - 13 2019

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Press Kit







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VANCOUVER FASHION WEEK is a diverse and innovative fashion experience that features both established and emerging designers. VFW is the fastest growing fashion week in the world and the only industry event that actively seeks out to showcase international award winning designers from around the world.

This bi-annual seven day event has an audience of over 30,000 guests, including industry professionals, international media, buyers, and VIPs.

VFW has built a strong presence through Canadian media coverage on sites such as Georgia Straight, CTV, Daily Hive, CBC, Metro, The Province, Vancouver Sun, SAD mag, Elle, Refinery 29, FLARE, The Kit, and also provides exposure for designers in international publications such as Vogue, Glamour, Harper's Bazaar, Elle, NYLON, Forbes, GQ, Fashion Week Online, Dazed, i-D.

Through the use of social media platforms, VFW also generates excitement and awareness among the online communities, our events, designers, and sponsors.

Hailed as an opportunity unlike any other in North America, we invite you to attend our next show to experience the future of design.



# INTRODUCTION

The upcoming Vancouver Fashion Week will begin with the Opening Gala. This event kicks off the week in style, creating local buzz and steering all attention towards the highly anticipated runway shows. Guests will be treated to a night of sensory indulgence including a sneak preview of the designer collections.





## DESIGNER

For 33 seasons, Vancouver Fashion Week has celebrated multicultural and up-and-coming designers on the runway. Spearheading diversity in the art and design world with an array of fashion talent from across the globe, VFW is a dynamic celebration of individualism.

We strive to identify undiscovered designers by providing an accessible and internationally reputable platform. Through international media coverage and cogent buyer connectivity, VFW has provided the exposure to project designers on to the stages of success.





# #VFWSTREETSTYLE



FASHION

HOT 100 FUSE LIST FASHION BEAUTY CULTURE LIFESTYLE CONTESTS



BEAUTY

## Vancouver Fashion Week Fall 2017: The Best Beauty Looks We Spotted on the Streets

PHOTOGRAPHY BY COLLEEN CONROY

By Colleen Conroy Date March 28, 2017

FLARE

FASHION & BEAUTY TV & MOVIES NEWS THE MORNING AFTER HOROSCOPES

FASHION

## All the Best Street Style Looks at Vancouver Fashion Week

Van City's best dressed turned it out in trenches, OTK boots and Gucci bags

BY TARA MACINNIS  
MAR 27, 2018

Vancouver Fashion Week wraps its 31st season today, and aside from the beautiful shows put on by up-and-coming designers from around the world, the city's most fashionable turned up in some pretty on-point outfits.

Bright colours were definitely a favourite, in everything from oversized blazers to earrings and shoes. Attendees also showed us that over-the-knee boots aren't going away anytime soon. They also brought it in the beauty department, with pastel hair, dark lipstick and metallic nails. Since Vancouver obviously isn't getting the extended winter the rest of the country is suffering through, these could be the trends we'll all be wearing come warmer times.

H!  
HOLR

FASHION LIFESTYLE CULTURE PRINT VIDEO

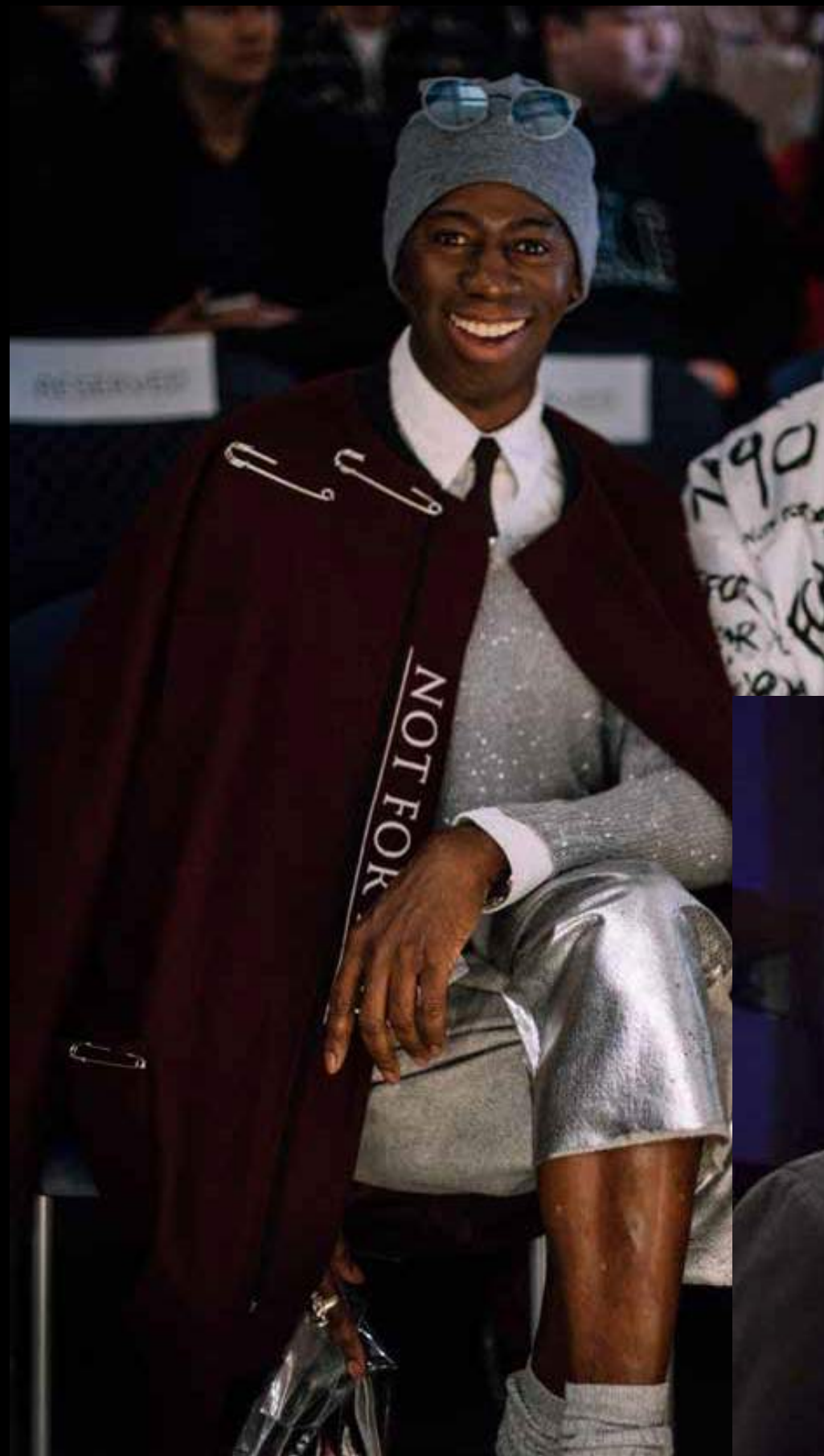


STREET STYLE AT VANCOUVER FASHION



NAT&LIV  
ISSUE 10 ON STANDS





# ATTENDANCE

Attendees include local and international media, buyers and fashion industry executives, professional photographers, stylists, bloggers, affluent consumers, socialites, and celebrities.

## PAST CELEBRITY ATTENDEES INCLUDED:

Miss J Alexander (America's Next Top Model)  
Diane Pernet (Fashion Icon- ASVOF)  
Natalie Halcro & Olivia Pierson (NAT + LIV)  
Jasmine Lorimer (The Bachelorette)  
Lindsay Morgan (The 100)  
Adina Porter (True Blood)  
Alanis Morissette (Jagged Little Pill)  
Cole Sprouse (Riverdale)  
Jason Statham (Transporter)  
Jensen Ackles (Supernatural)  
Keegan Connor Tracy (Final destination 2)  
Kristen Stewart (Twilight)  
Manu Bennett (Arrow)  
Robert Pattinson (Twilight)  
Sam Roberts (Brother down)  
The Barenaked Ladies



"Vancouver Fashion Week is the place to discover new favorite things."  
 -PAPER magazine


**DAZED**

밴쿠버 패션위크 기간 중, 가장 하이라이트였던 여섯째 날의 디자이너들을 소개하려 한다.

VANCOUVER FASHION WEEK DAY 6.

밴쿠버 패션위크 기간 중, 가장 하이라이트였던 여섯째 날의 디자이너들을 소개하려 한다.

<데어즈>가 만난 밴쿠버 패션위크를 빛냈던 디자이너 : Evan Clayton.




REFINERY29 DISCOVER

### All The Most Incredible Looks From Vancouver Fashion Week

KATHLEEN NEWMAN-BREHANG  
APRIL 1, 2019, 5:22 A.M.

It's Day 4 of Vancouver Fashion Week, and I'm watching a ballerina get situated on the runway inside a clear plastic blow-up bubble. It's during a break in between shows so the lights are down but the ballerina and the two crew members helping her are clearly visible to the onlooking crowd. It's a glimpse into the work it takes to pull off the union and darine shows the week is



PAPER FASHION ENTERTAINMENT BREAK THE INTERNET CARE SHOP SUBSCRIBE



### 10 Must-See Brands From Vancouver Fashion Week

Photography by Hanim Lee | 03 April

Vancouver Fashion Week is the place to discover new favorite things. With a focus on emerging and international designers, it's a twice yearly celebration of diversity and difference — and March's fall 2019 shows epitomized those values.

In a sea of more than 72 designers jostling for space in downtown Vancouver, PAPER spotted multiple moments of genius from an array of up-and-coming fashion talent.

We were immediately taken with Peter Zuk's furry gimp masks, Emi Jing's pearlescent bubble dresses, and Evan Clayton's racing car red suits of armor. Plus Jung Alexander's puffer trenches and Grand's pom pom party hats. So cute!





straight

Life

### Photos: Local designers present an eclectic range of collections at Vancouver Fashion Week

by Julian Duggan on March 27th, 2019 at 1:32 PM



POPULAR ON STRAIGHT.COM

- Martyr Brown: Is Trudeau trying to get Scheer elected? Or is he just a stupid thug?
- Seth Rogen's saliva hits shelves in Vancouver
- Community panel recommends new east-west arterial route through False Creek Flats
- White House claim of fentanyl-laced cannabis leads back to Vancouver police, who say there is no fentanyl in cannabis
- Gurpreet Singh: B.C. government proclaims Jallianwala Bagh Massacre Centenary
- 6 things to do in Metro Vancouver on Monday, April 8
- Source of Salmonella outbreak still unknown in B.C. and five other provinces

FASHION

### 3 Emerging Designers We Discovered at Vancouver Fashion Week

By Isabel Stone | Date September 21, 2018




SARAH RIZINALI'S COLLECTION  
PHOTOGRAPHY BY TRISTEN WILLIAMS

NYLON Our Favorite Designers From Vancouver Fashion Week

You'll be seeing a lot more of these names in the future

The rain and cold couldn't put a damper on all there was to see at Vancouver Fashion Week: Ready-to-wear were the true highlight of the week, featuring looks that we're ready to add to our wardrobes as soon as the stores.

Some of the strongest collections came from the newest designers, many of whom were showing for the VF-W. From neon knitwear to studded "anti-fashion," click through the gallery, below, to check out the best we saw at Vancouver Fashion Week.



VOGUE

Phuong My

Look 11/41



A SHADED VIEW ON FASHION  
BY DIANE PERNET

SEPTEMBER 19, 2018 BY DIANE PERNET

### Day 1 at Vancouver Fashion Week – Phuong My photos by Liya Geldman





# “Vancouver Fashion Week rivals London for title.” -The Industry Magazine

**HUNGER** Fashion / Designers to Follow  
**UP-AND-COMING DESIGNERS SPOTTED AT VANCOUVER FASHION WEEK TO FOLLOW**  
  
Photos: Courtesy of Vancouver Fashion Week. Used by permission. Main: mag Tristen Williams  
Top: Emma Firth and Chantal des Vignes  
Since its inception 17 years ago, Vancouver Fashion Week has operated with a firm belief in being a well-grounded local initiative with global instincts and intuition, seeking out to showcase international award

**i-D** 时尚 潮流 设计 文化 新闻 评论  
**他们推动了温哥华时装周, straight up!**  
温哥华时装周的成功  
又是一季繁忙的时装周, 设计师们忙碌地工作着, 对即将到来的时装周充满期待。一些地方开始热闹起来, 而在时装周结束后, 设计师们则会感到疲惫。每一位工作人员的努力工作, 从时装周前的准备工作, 到时装周期间的每一个细节, 都是为了给观众带来最好的体验。我们感谢时装周的工作人员, 他们为时装周的成功做出了巨大的贡献。

**VOGUE** FASHION BEAUTY LIVING PEOPLE VIDEO RUNWAY  
**밴쿠버 패션 위크에서 만난 패션 브랜드 Best 7**  
2018.10.01  
25개국에서 건너온 88개의 신진 디자이너와 함께 소개하는 '반주어 패션 위크'를 반주어 아티스트 김경에서 지난 9월 17일부터 23일까지 일주일간 진행했다.

**ELLE** CANADA  
FASHION BEAUTY CLOSET CULTURE LIFE AND LOVE VIDEO HOROSCOPE  
**THE BEST LOOKS FROM DAY 2 OF VANCOUVER FASHION WEEK**  
BY ELAINE WILLEGG  
  
subscribe newsletter

**Harper's BAZAAR** COME  
首页 明星娱乐 时尚潮流 美容造型 职场生活 专题 图库 视频 试用中心  
Phuong My | 温哥华时装周 SS19上的精彩表现  
时间: 2018-10-09 16:25 来源: 时尚芭莎  
  
乘风十载不知你 bebe Pink Goddess  
时尚新秀LP设计师-在旅程中定义品牌真意  
请查收! 一份来自字宙的时尚情报

**VOGUE** FASHION BEAUTY CULTURE LIVING RUNWAY VIDEO VOGUEWEEKLY  
MOST SHARED  
1 A New Exhibit Showcases the Groundbreaking Work of Late Indigenous Artist T. C. Cannon  
2 Marc Jacobs Gets Married: All the Celebratory Moments from His New York Wedding  
**RUNWAY**  
**An On-The-Rise, Eco-Minded Designer Shares Her Highlights From Vancouver Fashion Week**  
MARCH 28, 2018 2:58 PM  
BY EMILY FARBA

**THE INDUSTRY** FASHION  
HOME THE INSIGHT THE INTELLIGENCE THE INSIDER THE INTAKE  
**Vancouver Fashion Week Rivals London for Title**  
BY HARRIET BOWE - 13TH MARCH 2015

**marieclaire** fashion beauty celebrity politics love  
subscribe newsletter  
1 Women of the Hour: Thandie, Elisabeth, and Sandra  
2 20 New Beauty Products at Sephora You Need  
3 How to Express Gratitude Without Feeling Awkward  
4 AOC Proves Pantsuits Don't Have to Be Boring  
5 What You Should About Bumble's Magazine  
**Is This the Future of Fashion Week?**  
Vancouver Fashion Week, which just wrapped last month, serves as a test case for what all FWs could be.  
by Chelsea Peng - Apr 5, 2016  
  
**THE DAILYUPC**  
Don't miss your fashion fix, sign daily newslet  
**SIGN UP**

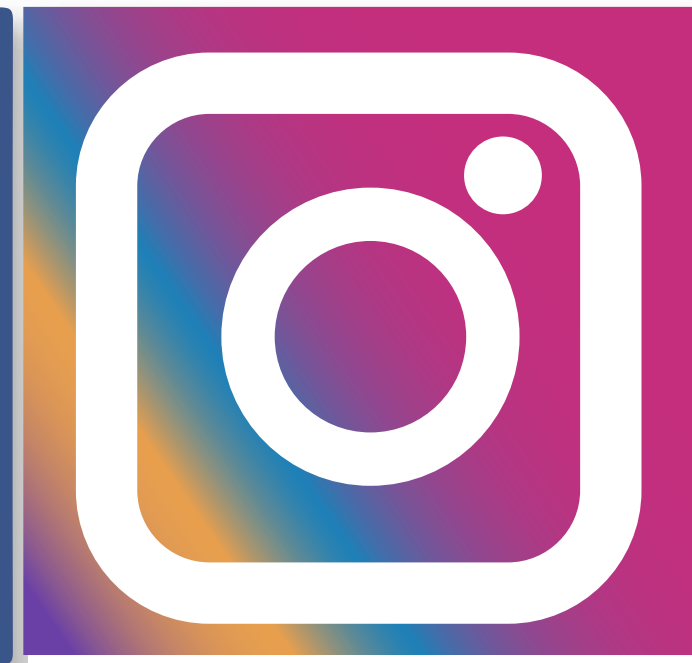




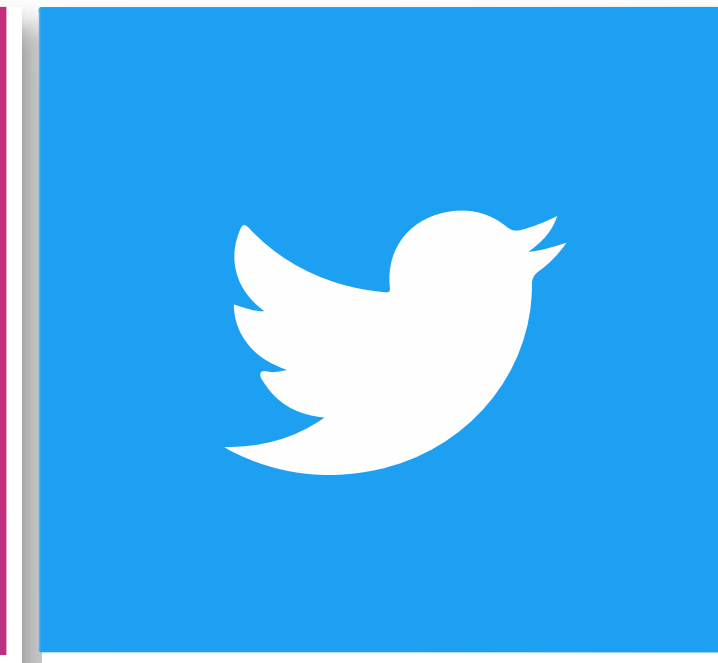
# SOCIAL MEDIA



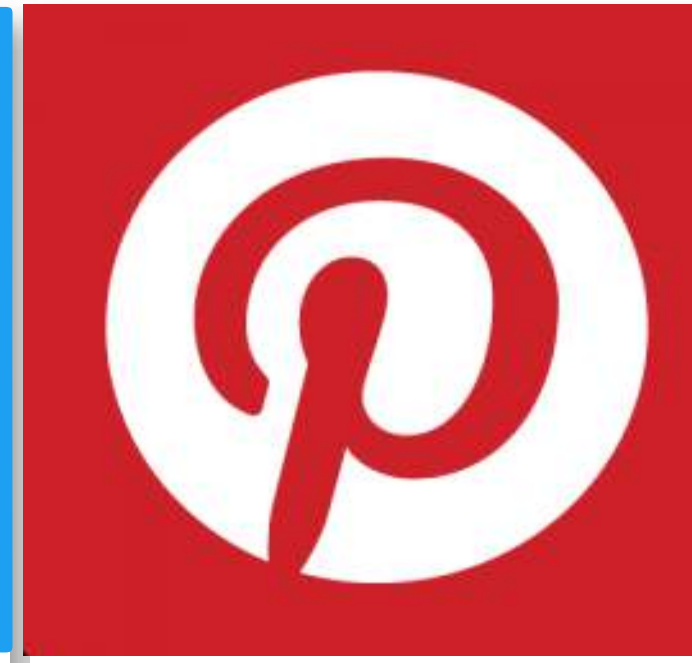
31,000+  
**LIKES**  
90,000+  
MONTHLY  
REACH



25,100+  
FOLLOWERS



10,300+  
FOLLOWERS



1,334+  
FOLLOWERS  
10,000+  
MONTHLY VIEWS



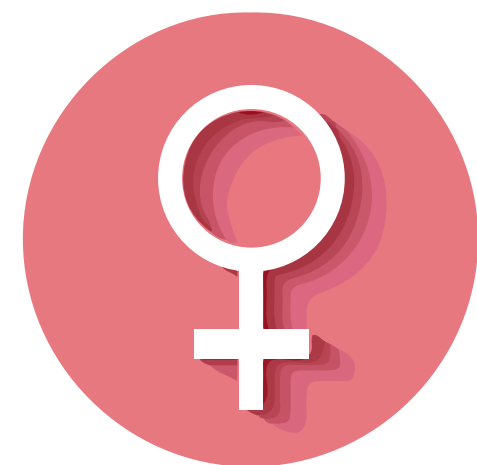
1000+  
SUBSCRIBERS  
5 MILLION+  
VIEWS



22529+  
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# ENGAGEMENT & KEY STATS



65%



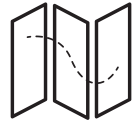
35%



33% attendees 24 – 35 years of age



GLOBALLY AWARE



86% POST SECONDARY EDUCATION



TECHNOLOGY SAVVY



\$70K INCOME



RESIDE IN GREATER VANCOUVER AREA

“Vancouver Fashion Week (VFW) is the longest running and largest Fashion Week in Canada and is the 2nd largest Fashion Week in North America.”

**NYFW (New York)**

100,000 +

**VFW (Vancouver)**

60,000 +

**FWLA (Los Angeles)**

15,000 +

“VFW has a high attendance of young influencers and early adopters”

“Over 86% of VFW attendees have a post-secondary education and household income”



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