


TOP FASHION WEEK 2022



Fashion | Beauty | Elegance | Trends

 @top_fashionweek

 TOP FASHION WEEK

 @TopFashionWeekcom

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TOP FASHION WEEK is an original and unique fashion festival. During the first event of TOP FASHION WEEK 2019, which took place in the Grandhotel Pupp, located in Karlovy Vary, more than a dozen of domestic and foreign designers were presented. This successful, luxury fashion show was complemented both by beautiful singing and dancing performances.



This year's TOP FASHION WEEK 2022 will be built on tradition. However, we have decided to take it even further. We have prepared for you a fashion show that will be the culmination of this season. You will see several fashion shows with the possibility to purchase the presented, original models.

The fashion show will also feature a number of VIP and other celebrities not only on stage during performances but also as guests of honor.

This year's edition of this spectacular fashion event will be creatively moderated by Kája Pavlíček, who is the president of TOP FASHION WEEK 2022 and who is herewith pleased to cordially invite you for this event.

For the visibility of TOP FASHION WEEK 2022, a large media support is provided, including online and printed titles, billboards, live TV broadcast on TV Óčko and social networks.

This way we offer a large space for our partners, including a presentation during the actual event as well as participation in the media campaign.

Canals:

On-line media

- **60 media outlets planned** over 4 months in online lifestyle and printed titles
- PR articles will also include interviews with partners and their presentations in online media and on Soc. Networks

Social Networks

- **regular communication on social networks in the form of posts and video interviews** /with VIP celebrities, celebrities and partners of TOP FASHION WEEK 2022/

Radio

- media partnership with radio station **HIT Radio** for the Pilsen and Karlovy Vary regions

CT Good morning / Breakfast with Nova

- pre-arranged interviews about **TOP FASHION WEEK 2022**

TV - Óčko

- **live broadcast of the whole event on TV Óčko will be provided**
- **great visibility of partners during the broadcast**



Special presentations for partners:

- a) Display of products in front of the Grandhotel Pupp
- b) Display of products within the duration of the event inside the Grandhotel Pupp
- c) Presentation of partners at the projection 6x12m after duration of the event
- d) Interview on stage with moderators Iva Kubelková and Maroš Kramár
- e) Possibility of "gift packages from the partner for celebrities and VIPs"
- f) Presentation of partners at the press conference
- g) Presentation of partners at castings

Top Fashion Days, Cinema Top Fashion Show and Top Fashion Week, organized by **Top Fashion Models s. r. o.** and implementation is provided by the production company **High Level Pictures s. r. o.**

High Level Pictures s. r. o. | Production

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