

**Paris Fashion
Week**

**28.02.-
02.03.2020**

**Infos
www.AFA.co.at**

**AFA x DACH
Showroom
Fall Winter
20/21**



**AFA Agency
Austrian Fashion Association GmbH**

**Lindengasse 27/1
A-1070 Vienna
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+43 660 440 95 54**

**agency@AFA.co.at
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Application

AFA x DACH Showroom Fall Winter 20/21

28.02.- 02.03.2020

Label Information

Please fill out the form in English

Label name

Legal company name

Postal address (Country, ZIP-code, city, street, nr..)

E-mail

Website

Instagram

Applicant's Personal Details

Full name

Phone number

Business Information

Business Type (Please tick as appropriate)

Sole trader

OG/KG

GmbH

WKO Membership number (WKO Mitgliedschaftsnummer)

VAT number

Year of label launch



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Lookbook

Please attach the lookbooks of your two most recent collections (.pdf max. 5MB)

Short Label Description

Please provide a short summary describing your label, its philosophy and positioning, type of product, theme/inspiration, colours, materials, etc in both German and English. These texts will be used for communicating with press and buyers.

German version

English version

Product Category

Please tick as appropriate

- | | | | | |
|-------------------------------------|-----------------------------------|------------------------------------|--|--------------------------------|
| <input type="checkbox"/> Womenswear | <input type="checkbox"/> Menswear | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Leather goods | <input type="checkbox"/> Bags |
| <input type="checkbox"/> Sunglasses | <input type="checkbox"/> Shoes | <input type="checkbox"/> Scarves | <input type="checkbox"/> Hats | <input type="checkbox"/> Other |

Space Requirement

Please tick as appropriate. Prices are excl. VAT.

Ready-to-wear

- 1 Rack (max. 15 pieces, 1.300,- EUR)
- 2 Racks (max. 30 pieces, 1.300,- EUR)
- 3 Racks (max. 45 pieces, 1.800,- EUR)
- 4 Racks (max. 60 pieces, 2.400,- EUR)

Accessoires

- 2 m² (app. 15-30 pieces, depending on size and type of product, 1.300,- EUR)
- 3 m² (app. 20-45 pieces, depending on size and type of product, 1.800,- EUR)
- 4 m² (app. 30-60 pieces, depending on size and type of product, 2.400,- EUR)

On-Site Sales Work

Please let us know if you require our sales services and tick as appropriate (see file 'Teilnahmebedingungen' for more details). Prices are excl. VAT.

- Package 1 "Self Service": price according to space requirements
- Package 2 "Sales Support": Package 1 + 300,- EUR

Listing in Modem

The AFA Agency and DACH Showroom are listed in Modem. An additional individual listing of your label in Modem (print and online) can be arranged for a fee of 100,- EUR (+20% Mwst.). Please tick if you want to be listed individually.

- I want to be listed individually in Modem

DACH Editorial

DACH Showroom organises an editorial photo shooting in Berlin with all participating labels. This editorial is used for the communication of the showroom to the press but is also generally featured in Vogue.de, Oe Magazine and other publications online.

Example of last season's editorial: vogue.de/mode/mode-news/dach-showroom

Regular fee for the participation is 200,- EUR per label excl. shipping costs (to and from Berlin).

AFA can cover half of the fee and organise a group shipping (shipping costs will be then be split between the participating labels). Please tick if you want to be featured in the editorial.

- I want to be featured in the editorial (costs: 100,- EUR + 20% Mwst - excl. shipping costs).

Stockist list

Please provide a list of your current stockists below (or as an attached excel file). If you want the AFA Agency to communicate with your database of buyers (invitation and save-the-date mailing), please add the contact details of the buyers.

Collaboration with Sales & PR Agencies

Please provide the full contact information and precise territories of any sales & PR agencies you may be working with.

I have read and understood the conditions of participation of the AFA x DACH Showroom as stated by the AFA Agency.

By accepting the conditions of participation, I give my consent to the processing of my personal data by the AFA Agency for carrying out the duties regarding the AFA x DACH Showroom during Paris Fashion Week FW 20/21.

I hereby declare that all statements contained in this application are correct.

Location / Date

Signature