



## THE PROGRAMME

### DAY 1 - 01 JULY 2016: EEN CATWALK AND COMPANY VISIT, Turin

Companies and fashion designers **registered to the b2b** can apply to take part to a dedicated **EEN Catwalk** show during the night within the historical location of [Birago Palace](#) in Torino city center:

- h. 10.00 – 12.30: Company visit to a famous fashion brand of Piedmont Region
- h. 14.00 – 16.00: Company visit to a famous fashion brand of Piedmont Region
- h. 18.00 – 20.00: Preparation of the EEN Catwalk (for the selected stylists - see more details in the attached file: Side events)
- h. 20.00 – 21.00: networking cocktail
- h. 21.00 - 23.00: EEN Catwalk show

### DAY 2 - 02 JULY 2016: THE EEN B2B

The b2b will be organized in Torino and it will address to:

- Fashion Designer and Stylists (textile and accessories)
- Young designers and producers
- Textile and accessories' manufactures companies
- Retailers, distributors, agents active in the fashion industry

h. 9.00 – 9.30 : registration for the B2B

h. 9.30 - 18.00: B2B event

h. 21.00: Free pass for the Torino **FashionWeek Catwalk show**

#### TIPS:

- Show your creations during the meetings!
- You will have the opportunity to meet European companies, new designers and fashion stylists, retailers, establish new contacts and participate to 7 days-events and activities related to fashion industry, to meet fashion bloggers and national journalists and famous fashion brands.
- Show your creations during the TorinoFashionWeek 2016 at the [Circolo del Design Lounge](#) in the heart of our city! (see more details in the attached file: Side events)



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### DAY 3 - 03 JULY 2016: CLOSING PARTY

- h. 21.00 – 23.00: Free pass for the **Closure Torino FashionWeek Catwalk show** with WALTER DANG (Italian Fashion brand from Torino).
- h. 23.00: free pass for the Closure AfterParty!

### REGISTRATION

Participation to the b2b and to the side events is free of charge but registration is compulsory by the dedicated web site: [www.b2match.eu/to1-fashionmatch](http://www.b2match.eu/to1-fashionmatch)

**Deadline: 29.06.2016**

### ABOUT THE FASHIONWEEK

Torino, in the last ten years, developed a huge new generation of designers and fashion experts who released the fashion- factor of Torino with new ateliers and labs awakening the bohemian and the international fashion spirit of the city.

The **TORINO FASHIONWEEK** is not aligned to the taste and to the methodology of the major industries or other fashion events, it is rather a *niche of professionals who make fashion in the purest way*.

In Torino, the most important textile and fashion companies, working in the sector since 50 years, are more and more accompanied by a huge crowd of young fashion and talented designers and new stylists, an underground movement in continuous evolution, who works in small labs with the flavor of yesterday.

The Torino Fashionweek represents a **7 days of fashion catwalks, workshops and events** within the most beautiful and historical squares and buildings of Turin, an open air Fashion Event that embraces the whole city alongside events, workshops and dedicated afterparties.



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