BERLIN FASHION WEEK

SIDE EVENT REGISTRATION FRAMEWORK

Thank you for your interest in registering your event for the Official BFW Side Event Schedule.

This framework provides an overview of the requirements and registration process for events seeking to be included. The final schedule will be published on the official Berlin Fashion Week website.

01 What is a Side Event?

A side event can take many forms, including presentation, exhibitions, dinners, conferences, panel talks, pop-ups, showrooms, networking events and parties.

To be considered for inclusion in the Official BFW Side Event Schedule, an event must meet specific quality standards and offer added value to both a B2B audience of fashion professionals and Berlin Fashion Week as an international fashion platform.

02 Requirements for Acceptance

Schedule Committee review: All submissions will be reviewed by the BFW Schedule Committee
The submission must meet the following criteria:

- **Location and dates:** The event must take place in Berlin within the official four-day Berlin Fashion Week period.
- **Relevance**: The event must be relevant to the fashion industry and offer a clear value to a professional B2B audience. For purely B2C-focused events, please refer to the registration process for the official STUDIO2RETAIL registration.
- **Quality and relevance:** The format must focus on high-quality, creative, and relevant fashion, and must be produced and organized in a professional manner, including professional production and guest management.
- **Contribution to Berlin Fashion Week**: The event must contribute to Berlin Fashion Week's positioning as an international fashion platform, by either showcasing above-mentioned fashion, sharing knowledge on relevant topics within the fashion industry and/or facilitating exchange between fashion professionals and Berlin's creative community.
- **For parties**: While parties, organized by fashion brands or other stakeholders of the fashion industry which focus on fashion professionals and provide space for networking are welcomed on the BFW Side Event Schedule, ticketed parties "on the occasion of Berlin Fashion Week" cannot be included.
- **Accurate information**: All information submitted must be complete, truthful and accurate. The registration must provide enough information about the event to fully understand it as not-involved reviewer. Incomplete submissions will not be considered and will result in deletion.

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All submissions will be reviewed against these criteria. Registration does not guarantee inclusion in the official schedule. Please wait for final confirmation before announcing your event's time slot. Once your event has been confirmed, please communicate its inclusion in the Official BFW Side Event Schedule accordingly.

03 Registration Deadlines

There are three registration deadlines for the upcoming season. Please refer to the timeline on our website.

Submitting your registration by the first deadline is recommended, as availability will be limited to the remaining time slots after this date.

Registrations submitted during the second and third deadline are still welcome; however, a time slot cannot be guaranteed. In such cases, we will contact you individually regarding scheduling options.

04 Terms and Conditions

Please review our Terms and Conditions before submitting your registration. These guidelines are intended to facilitate a smooth and successful Berlin Fashion Week for all participants.

If you have any questions, please contact us at coordination@fashionweek.berlin.

We look forward to receiving your submission for the Official BFW Side Event Schedule.

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