BERLIN FASHION WEEK

SHOW SLOT REGISTRATION FRAMEWORK

Thank you for your interest in registering a show for the Official BFW Show Schedule. This framework outlines the registration process and relevant information for submitting your show for consideration.

01 What is a Fashion Show/Presentation for the BFW Schedule?

A fashion show or presentation can take the form of a classic runway show, a performance or an installation featuring models to showcase a new collection to professional press representatives, buyers and other industry opinion leaders.

It should last around 10 to maximum 25 minutes and focus on an individual brand. Shows featuring several designers will not be accepted in the BFW Show Schedule, unless it's a Graduate show.

02 Registration and Review Process

Before submitting your registration, please note the following:

- **Complete information**: All information requested in the registration form must be provided. Incomplete submissions will be considered invalid and deleted.
- **Show Committee review**: All submissions will be reviewed by the BFW Show Committee based on the quality and relevance of the proposed show format and submitting brand. The submission must meet the following criteria:
    - **Commercial focus:** The submitting brand must be commercially active and have proof of stockists and/or an active (online) shop and/or a professionally communicated made-to-order business, as well as professional online communication (website and social media channels).
    - **Design excellence and marketability:** The brand and collection must demonstrate high-quality, professional design performance and a distinctive design-related positioning.
    - **Professional audience:** The show must focus on professional visitors from the fashion industry and be conceived as a physical collection presentation featuring a minimum of 15 looks.
    - **Professional organization and Guestmanagement:** The show must have a concept in place or work with professional agencies and/or freelancers to ensure a high-quality show organization.
    - **Feasible presentation concept:** The registered show must display a feasible presentation concept, including all relevant aspects of the show organization. Please use the internal description field in the form to provide all relevant details.

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- **Sustainability requirements**: If the Show Committee confirms that your submission is suitable for the BFW Show Schedule, your sustainability requirements entry will be screened.

- **Final confirmation**: Please wait for final confirmation before communicating your show date and time slot (see timeline listed on the website). Once confirmed, please communicate your show as part of Berlin Fashion Week.

03 Registration Deadlines

Please refer to the registration deadline communicated on the website for the upcoming season.

All submissions will be collected and reviewed after the registration deadline. Dates and time slots will then be confirmed.

If you miss the registration deadline, inclusion in the official Berlin Fashion Week Schedule cannot be guaranteed. Late registrations may still be submitted, and scheduling will be discussed individually.

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 Show & Presentation Schedule.

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