

# SPONSORSHIP OPORTUNITY

The ARAB FASHION WEEK (AFW) offers a great sponsorship opportunity in the luxury sector based on unique marketing initiatives.

The sponsorship gate for the 8th & 9th editions of the Arab Fashion Week hosted respectively in March and October 2019, in Dubai, is now open to companies and brands based in UAE and Abroad and wishing to enter the Middle East market.

For inquiries get in touch with us at [marketing@arabfashioncouncil.com](mailto:marketing@arabfashioncouncil.com)

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## ARAB FASHION WEEK (AFW)

It is the world's only platform that pioneers the concept of Ready-Couture. After its success, the AFW paves its way to celebrate Dubai as the capital for Pre-Collections. As Paris is the Haute Couture capital of the world, Dubai aims to be the capital of the Ready-Couture as well a perfect destination for Pre-Collections happenings.

Our concept is to offer a single 5 days event that gathers buyers, UHNW clients, and press from around the world, likewise, a key-in-hand opportunity to organize a Pre-Collection or Ready-Couture fashion show creating impactful events and photo content for the brands.

18 September, Dubai, UAE: The Arab Fashion Council (AFC), the world's largest not-for-profit fashion organization with a vision to establish a fashion ecosystem in the Arab world, has officially entered into a long-term partnership with Meraas, a leading Dubai-based holding company, in order to continue promoting Dubai as a global style destination.

## **STRENGTH**

*Arab Fashion Week attracts a growing regional and international audience of educated, affluent creative professionals and passionate early adopters in the 35 to 55 years old age range who are key influencers in fashion, design, technology and retail industries that aim to maintain their prestigious socio-financial class.*

## **BIG DATA AND ANALYTICS DRIVES RELATIONSHIPS WITH NEW AND EXISTING CLIENTS**

*“Big data and advanced analytics are on the cusp of transforming the luxury industry, with new ways to engage with new clients, manage client relationships and manage risks,” according to Deloitte’s. Also changing the game in the luxury sector industry is the “re-wired investor,” (UHNW Client) which includes a new generation of investors encompassing both Gen X and Gen Y, as well as baby boomers who have been influenced by their younger peers.*

*What’s different about the re-wired investor (Client) is the way they expect to interact with advisors. Instead of being treated as just one member of a given market segment, the re-wired investor demands being treated as a unique individual. Enter Big Data and analytics, critical for achieving this level of personalization.*

## **OVER 26,000 VIP GUESTS ATTENDED THE 7th edition of the Arab Fashion Week.**

*In the previous seasons, each day has witnessed a full house of UHNW clients attending the shows. A mixture of UAE residents and foreign guests who flew in specifically to attend the shows from all over the world. The venue was filled with over 500 guests for each of the shows, every 30 minutes.*

## **PRESS & EXPOSURE**

AFW through the previous 3 seasons has witnessed a great success by attracting both local media from the MENA area as well as international press from around the world. The overall reach of the AFW in 2018 (3 editions included) has reached over 3 Billion impressions that worth over 49,000,000 USD of PR Value.