



MFW 2023 PACKAGES

MFW | MARRAKECH
FASHION
WEEK

2ND EDITION
SPRING/SUMMER 2023

MARRAKECH FASHION WEEK

SS 23 / 14-19 MARCH

VENUES

More than 5 Spots to set catwalk podiums with a capacity of more than 5 runners and large backstage platform.

Marrakech Fashion week kicks off 2023's second fashion event. It will focus on trends from the sector and amazing view spots with big promising modern rendering making it one of the most important fashion event of the year.

GET TO KNOW US !

Marrakech fashion week is creating an exclusive fashionable venue for all types of designers and «Maison de Couture».

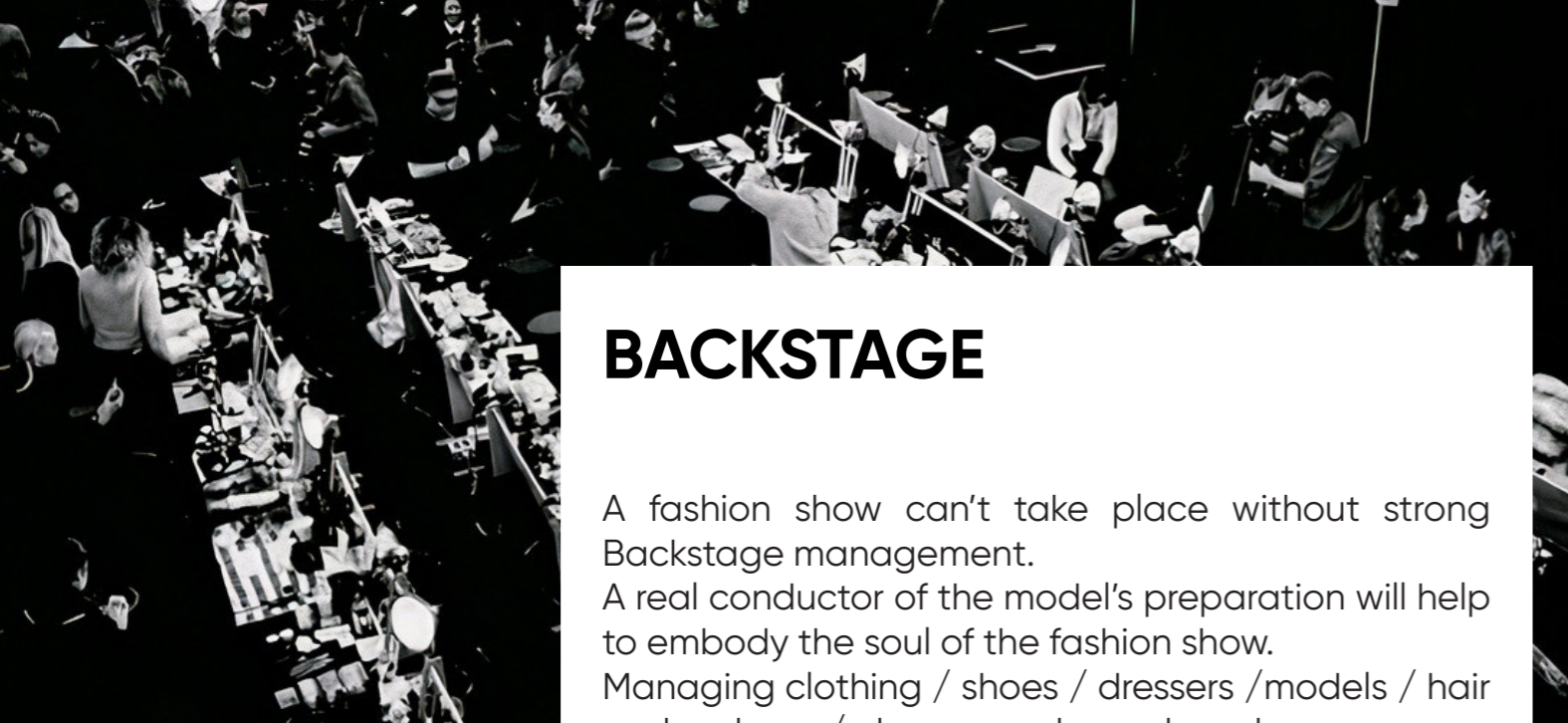
A fashion week that every creative person needs to know, regardless of their type of affinity with fashion.

The event is following a futuristic vision for designers who will have the chance to show their pieces to the world, exposing their vision, beliefs, and aesthetics.

You will attend a clever mix of runways, presentations and digital initiatives, highlighting all backstage and front office needs.

From Lights, Stage management, models, Beauty experts, sponsors, partners, and spots: we will do it all for you!





BACKSTAGE

A fashion show can't take place without strong Backstage management. A real conductor of the model's preparation will help to embody the soul of the fashion show. Managing clothing / shoes / dressers / models / hair and makeup / choreography and much more.

The teams know what they have to do on D-day. All Moodboards / call sheets / running order / census and more will be handled.

All have to be undone and redone to respect the checklist. However, the backstage ambiances are often good because it is a microcosms where everybody knows each other.

The role of backstage management is to unite the professionals so that everything runs smoothly with an ultimate goal: subliming each model and delivering a great show.



MODEL REFERENCES

Our main partner 8SKYPRODUCTION has more than 50 models with high skills and determination.

They are masters in catwalks and/or shootings. The professional team has great references within the international fashion industry.

They also captivate TV advertisements to promote various products and services.

The models have a healthy lifestyle and follow a strict fitness regimens to maintain a well-defined physical appearance in accordance with industry standards.

MODELS

8SKYPRODUCTION will also insure the presence of several male models. You will work with both local and international male models.



SHOOTING BENEFITS

FASHION SHOW SHOOTING

We are proposing to our clients more than 30 pictures during the fashion show to immortalize their pieces on a podium platform.

We will be focusing on the creations and stand by the creators to capture their intentions through their fashion pieces.

****INCLUDED IN EMERALD & DIAMOND PACKAGES***

PRIVATE SHOOTING DURING THE SHOW

As a new set of Marketing for your brand, we will manage to have a private set shooting, with an ephemeral studio and decoration that is related to the spot you will be invited to choose.

Also, you will have the chance to choose the models you want for your fashion show private shooting.

****INCLUDED IN DIAMOND PACKAGE***

International

PHOTOGRAPHERS & VIDEOGRAPHERS

For the shootings of the show, we collaborate with several great photographers and videographers who work internationally and have great experience in advertising/ shootings/ fashion weeks and private photo sessions.



MOHAMMED SAJID

With the powerful combination of originality and fantasy, the personality of Mohamed radiates in his photos making them intense; his work stands out for its intuitive approach to the subject. He conducts his shooting sessions in a relaxed atmosphere where his professionalism will always bring you satisfaction.

NADA SATTE

Nada is one of the most famous photographers here in Morocco, her vision is simply perfect. She is a consultant in advertising, a fashion leader and a creative director for many international and national brands. She has a great vision for Marrakech Fashion week.

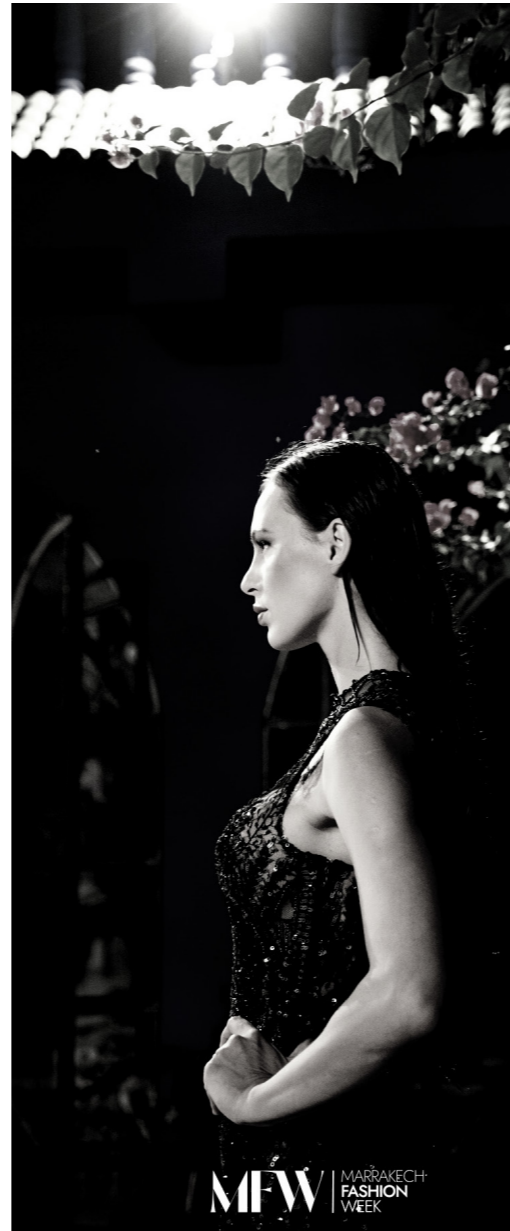


SANDRA DA SILVA

Photographer of the moment, Sandra captures exchanges, emotions and colors with precision. As a specialist of the human being, she favors subjects in motion. Natural light and ambient lighting offer her an infinite creative palette in which she loves to evolve.

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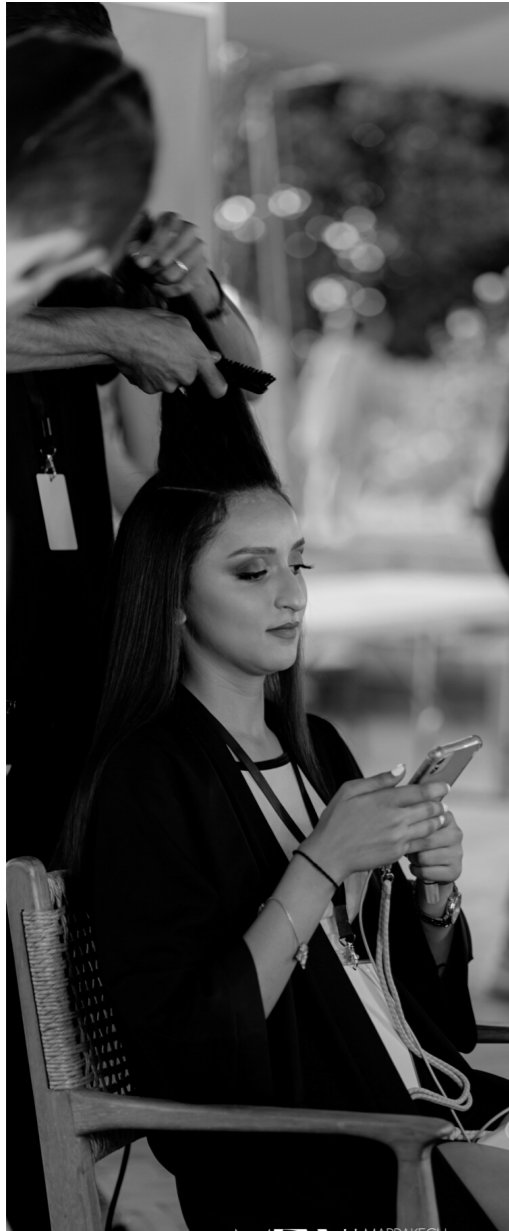
CHOOSE YOUR PACKAGE FOR THE 2ND EDITION



RUBY

FASHION SHOW
10 PROFESSIONAL MODELS
8 INVITATIONS FRONT ROW

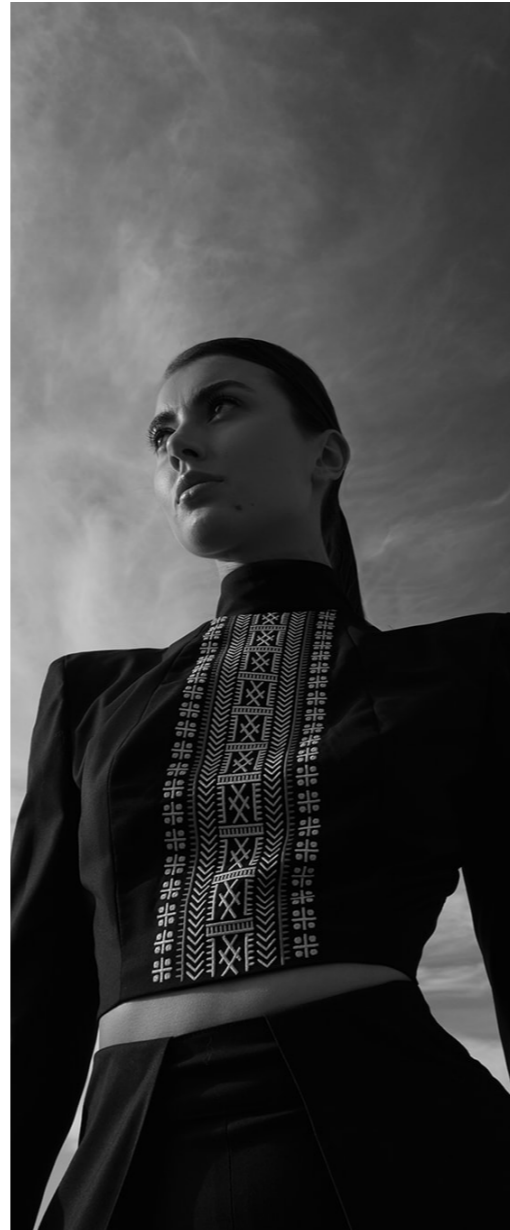
2 500 € / 27 500 MAD



EMERALD

FASHION SHOW
15 PROFESSIONAL MODELS
LIVE FASHION SHOW VIDEO
LIVE IG CATWALK MFW
12 VIP INVITATIONS
HR PICTURES OF RUNWAY

3 500 € / 38 500 MAD



DIAMOND

FASHION SHOW

20 PROFESSIONAL MODELS

PRIVATE PHOTO SESSION

LIVE IG CATWALK

HR FASHION VIDEOS AND

PICTURES OF RUNWAY

16 VIP INVITATIONS

BRAND EDITED VIDEO

5 000 € / 55 000 MAD

14 - 19 March

14 March
press
conference

15 March
Fashion
day

16 March
Fashion shows and young
talent competition

17/18/19 March
National and international
designers' shows

Opening dinner

19 March
Closing day and Gala Dinner

1ST EDITION'S PARTNERS



Le Bedouin



JAAAL
RIAD RESORT
MARRAKECH

PISTACH
Concept Store

flormar



∞ SKY
PRODUCTION



SOFITEL
HOTELS & RESORTS



L'OFFICIEL المغرب



STUDIO 83
NAIL BEAUTY



LEBRIEF.MA



DAR SI AISSA
SUITES & SPA

SUGABB



Mogador
HOTELS & RESORTS



Youssef Impressions
VOTRE PARTENAIRE GRAPHIQUE

1ST EDITION'S DESIGNERS

ALPHADI

**LUNE DE
JOUR**

**ROMEO
COUTURE**

**RANA
REZAPOUR**

**TOM
REBEL**

**DAYAN
KANDAMIL**

**JEAN-PAUL
BENIELLI**

ASEELA

BADAS

**NEL
CREATION**

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