

*Be part of the world's 5 stars fashion week...*

ARAB  
FASHION  
WEEK الأسبوع  
الموضة  
العربي

7th Edition/ 13-18 November 2018

## EXPOSURE

2 Billion Impressions  
International Media Coverage  
Local Media Coverage  
Direct exposure to audience  
Venue Exposure  
Presence in City Walk  
Brand Awareness  
Social Media  
Influencers

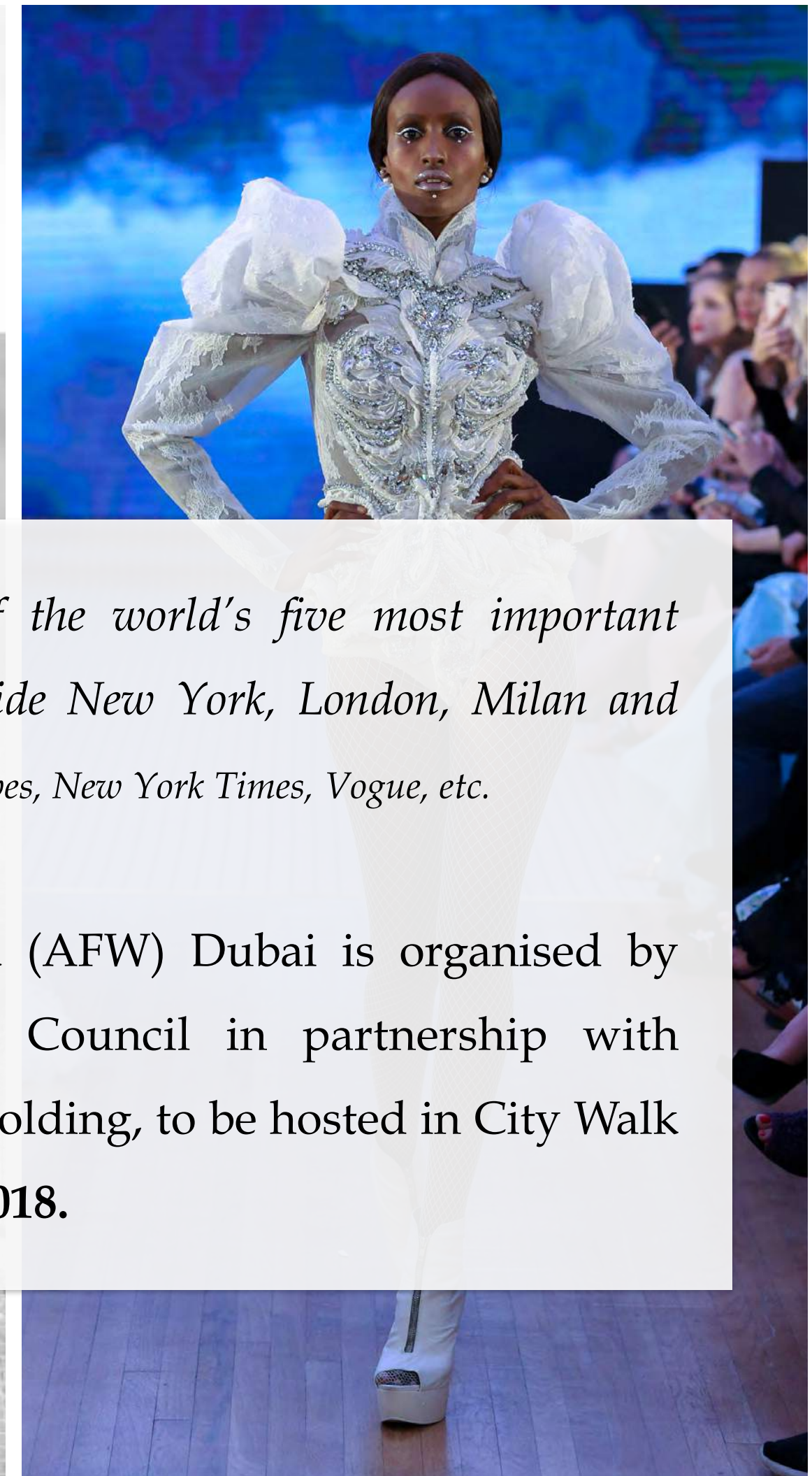
## ENGAGEMENT

Creative Engagement  
Venue Activities  
Sales Lead  
Database  
Networking  
Brand Positioning  
Lounge in City Walk

## AUDIENCE

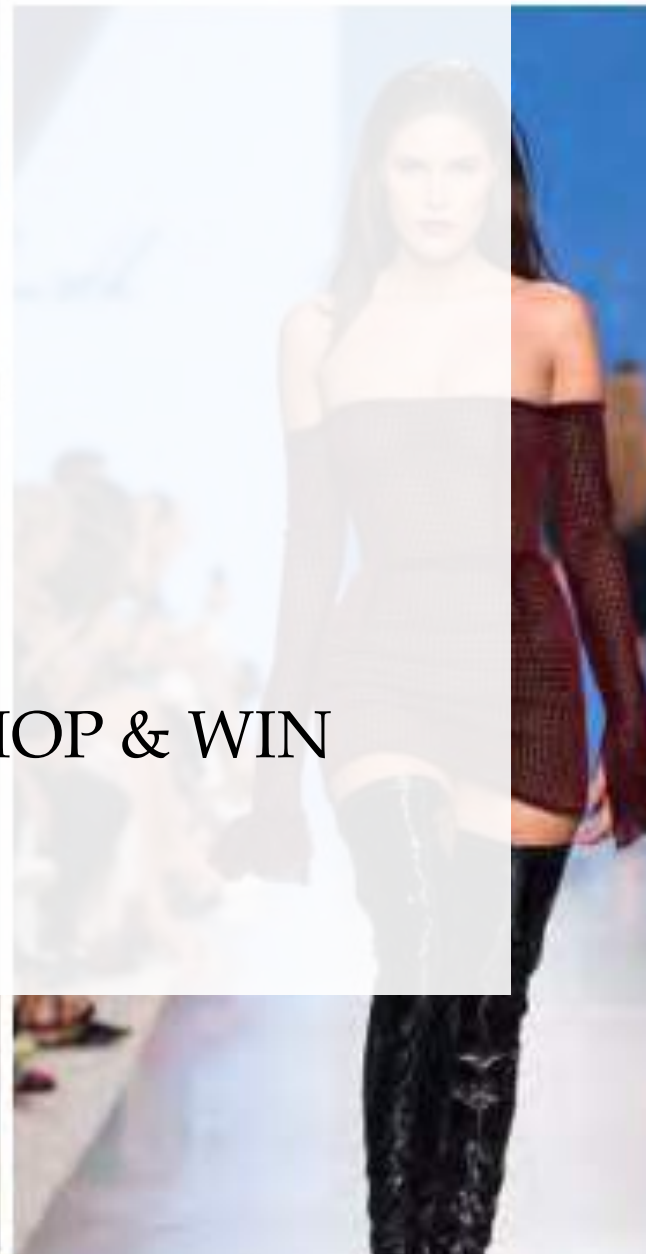
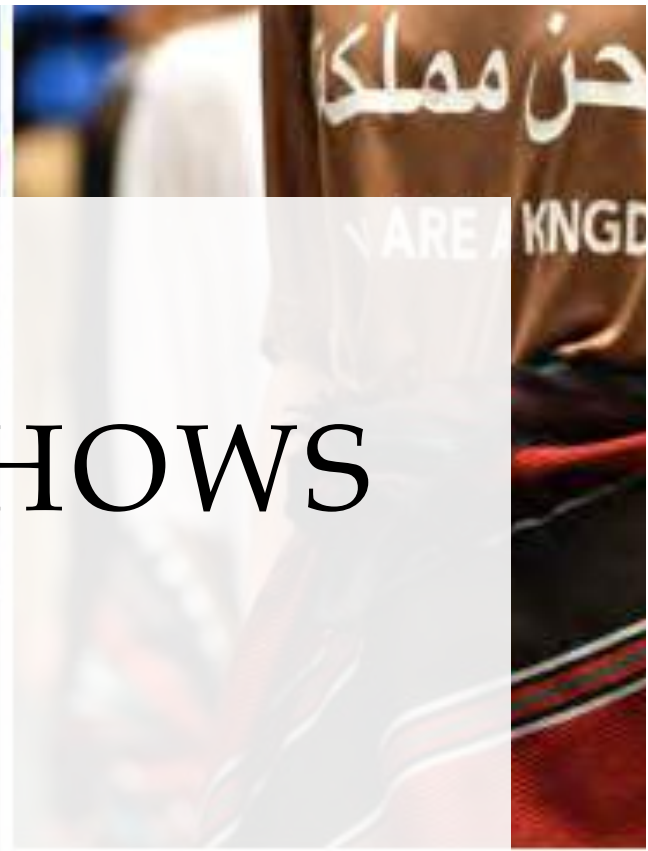
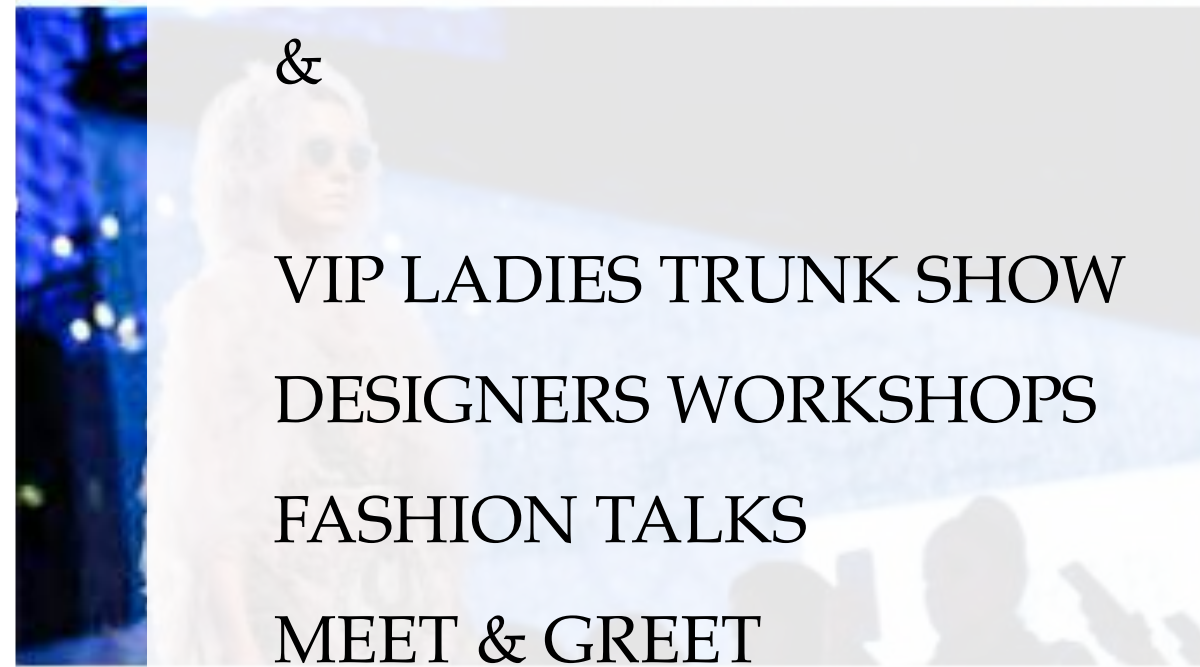
Private Invitees  
20,000 Guests  
Male & Female  
Royalties  
Diplomats  
Celebrities  
Influencers  
Media  
Buyers

City Walk Public  
100,000 PAX  
Road Passengers  
3,000,000 PAX



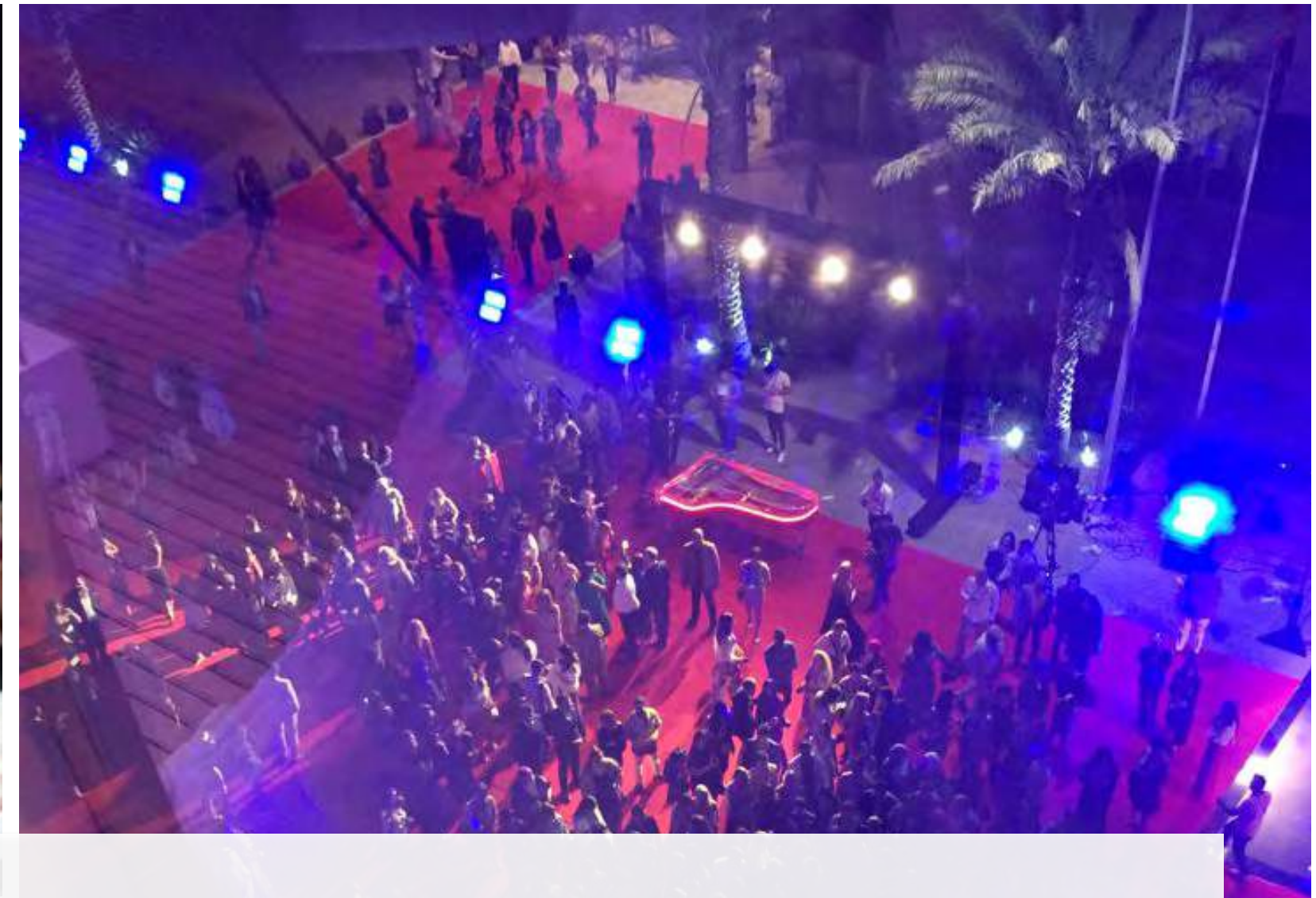
*Recognised as one of the world's five most important fashion weeks, alongside New York, London, Milan and Paris... According to Forbes, New York Times, Vogue, etc.*

Arab Fashion Week (AFW) Dubai is organised by The Arab Fashion Council in partnership with Meraas and MBM Holding, to be hosted in City Walk from **13-18 of Nov 2018.**



20 FASHION SHOWS  
&  
VIP LADIES TRUNK SHOW  
DESIGNERS WORKSHOPS  
FASHION TALKS  
MEET & GREET  
BRANDS EXHIBITION  
THE ROYAL MAJLIS  
DUBAI CITY ACTIVATION: SHOP & WIN





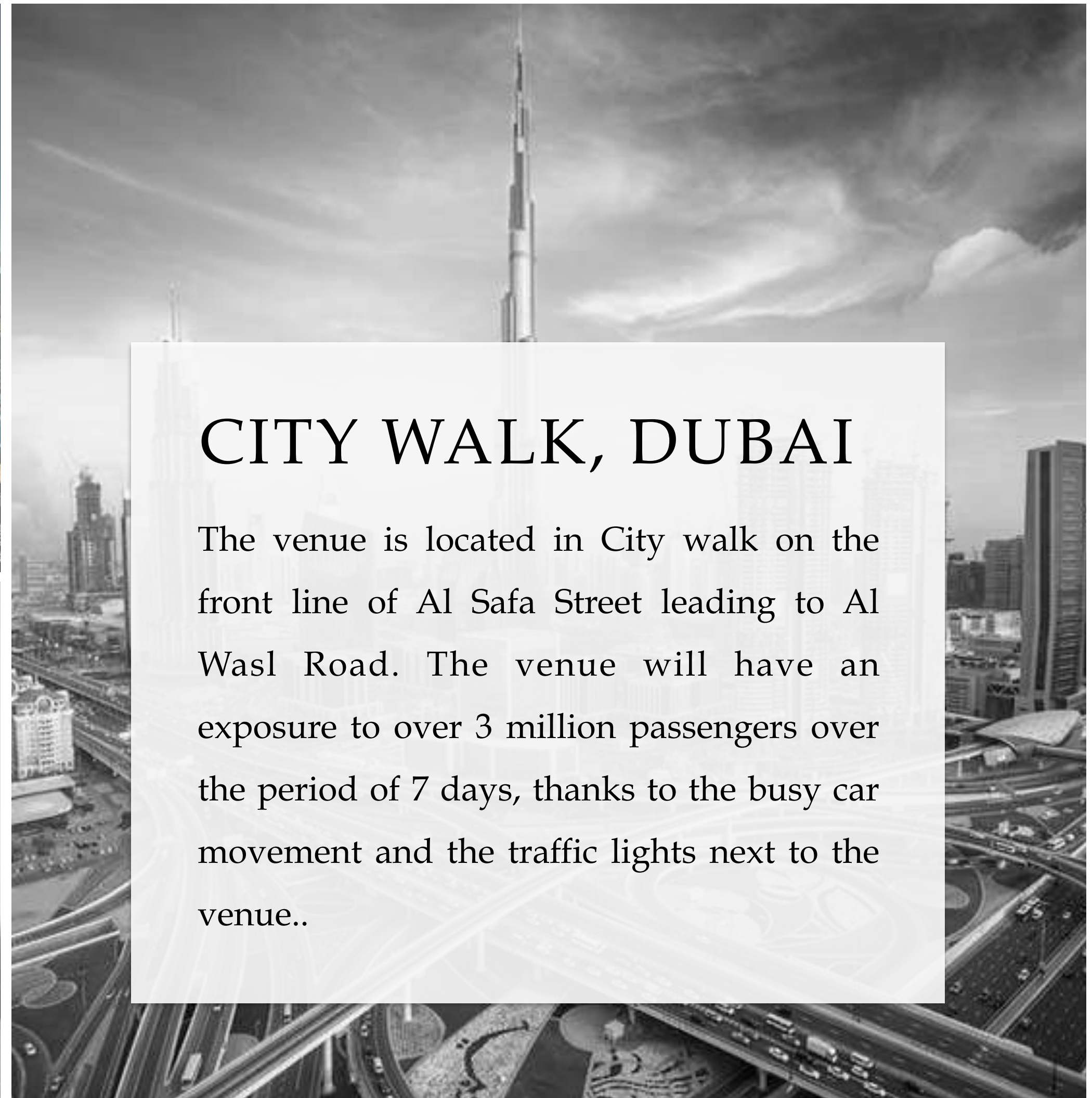
## Over 20,000 Guests

composed of Royalties, Diplomats, Media, Influencers and UHNWI who are trend and tech savvy, educated, creative professionals and entrepreneurs. Our targeted audience are opinion makers that shape the trend in the market and influence their fans to share the same opinion...



## CITY WALK, DUBAI

The venue is located in City walk on the front line of Al Safa Street leading to Al Wasl Road. The venue will have an exposure to over 3 million passengers over the period of 7 days, thanks to the busy car movement and the traffic lights next to the venue..





## 2 BILLION IMPRESSIONS

One of the main strength of the Arab Fashion Week is the media reach & impressions generated through its media penetration.

BAZAR  
VOGUE  
L'OFFICIEL  
GRAZIA

GQ  
ELLE  
سبائك

Daily Mail  
the guardian  
L'Orient LE JOUR  
GULF NEWS

CORRIERE DELLA SERA  
البيان  
TheNational  
Khalegi Times  
The New York Times

CNBC  
REUTERS  
mbc

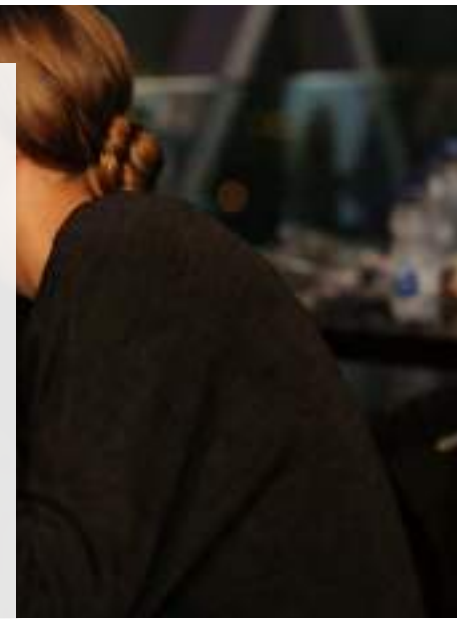
CCTV 央视网  
com  
GULF TELEVISION  
CNN





# Starting from 12K\$

- Calendar & Accreditation System
- Venue & Seating
- Light & Sound System
- Choreographer & Show Director
- Backstage Director & Assistants
- Dressers
- Photographer & Videographer
- Models
- Led Screens
- Hair & Makeup
- PR/ Media
- Guest List
- Live Coverage on Now Fashion
- Showrooms



Packages are available upon request...

# CONTACTS

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In Partnership with:

ARAB  
FASHION  
COUNCIL

مجلس  
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العربي



MBM  
HOLDING

