

ABOUT YOU[®]
FASHION
WEEK

SPRING/ SUMMER 24

ABOUT YOU[®]

**ABOUT YOU
FASHION CIRCUS**

WHAT

one revolutionary new interpretation of a fashion show **merging fashion, entertainment**, music and visual art creating a breathtaking show running for 90-120 minutes

WHERE

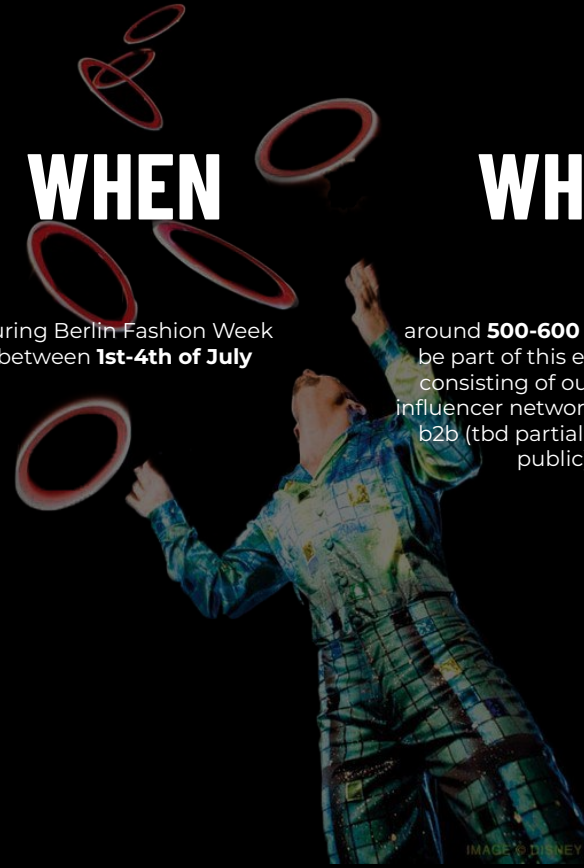
a circus tent in **Berlin**

WHEN

during Berlin Fashion Week between **1st-4th of July**

WHO

around **500-600 guests** will be part of this experience consisting of our vip and influencer network, press and b2b (tbd partially open to public)



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THE SETTING

Step into a world where the **timeless elegance of the runway meets the enchanting mystique of the circus**. Starting from **circus inspired brand spaces** welcoming you to participate in all kind of fun activities, the flashing lights of the red carpet, all the way into the circus tent where **models turn into captivating performers**, and the runway becomes a dazzling stage under the circus tent. An evening where style and the **magic of the circus** ring collide in a truly **one-of-a-kind fashion show**.

Join us for a captivating event where we partner with outstanding circus organizer **Circus Roncalli**, bringing to life an unforgettable experience with a spectacular array of **circus show acts** and **requisites** from their **extraordinary portfolio**.



YOUR ACT

Breathtaking visuals, stunning fashion displays, and mesmerizing acts: Imagine your brand taking the center stage as part of a 90 minute groundbreaking spectacle – your unique **15-minute circus show** that seamlessly integrates your fashion pieces into the performance. Worn by **circus acts, models** and **dancers**, your designs will shine in a **dynamic blend of fashion and circus**, etching your brand into the audience's memory.

With **spellbinding acts dedicated to distinct brands**, each enjoying a spotlighted circus performance, we offer the ideal canvas to ignite your brand's identity and craft **captivating digital content**, as the circus ring transforms into a stunning world of creativity.

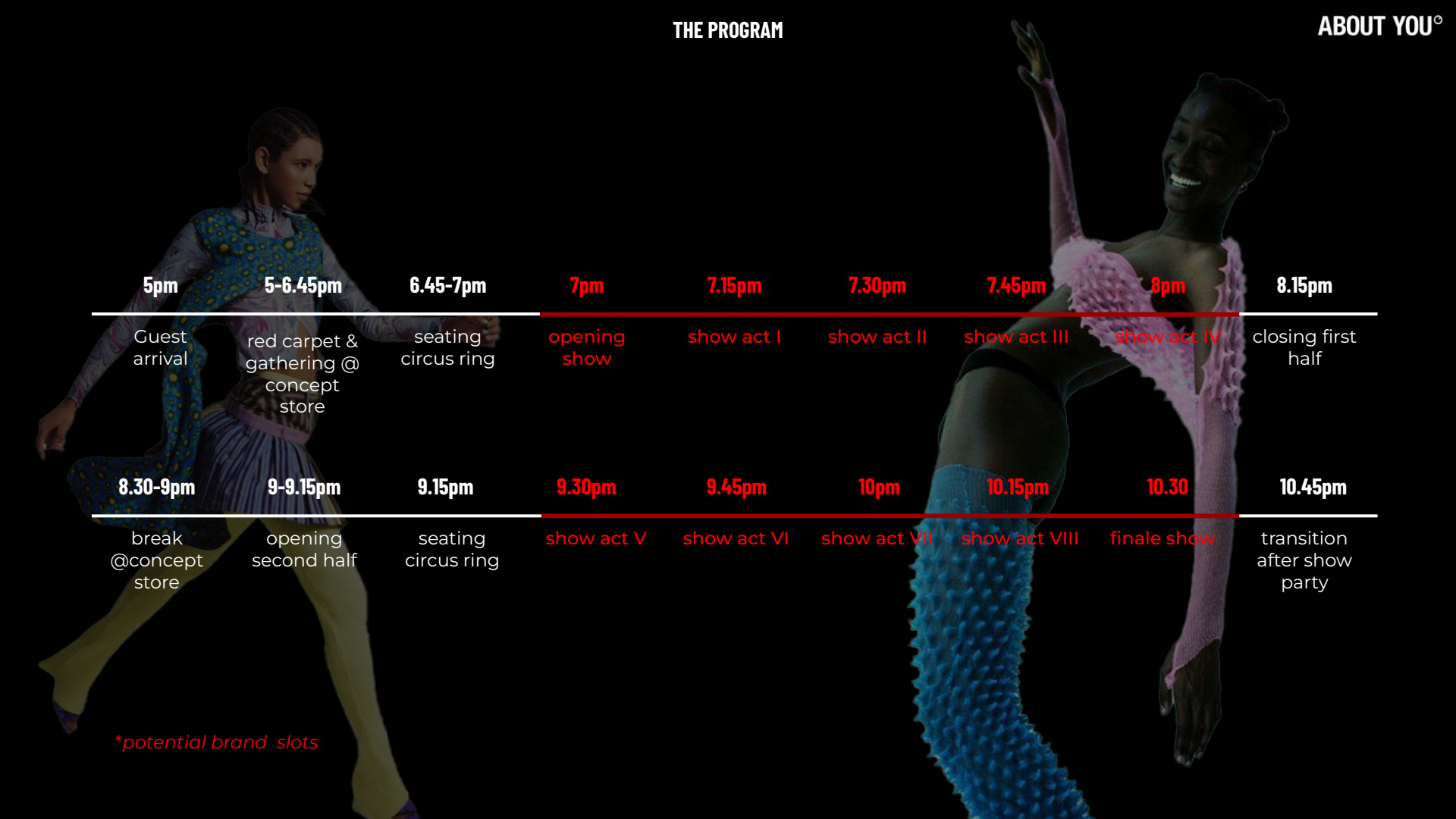


THE BRAND AREA

Before the grand circus tent opens its doors, we invite our guest to dive right into our world. The area comes alive as a **vibrant fun fair, featuring multiple brand spaces** designed to captivate and engage our visitors. Here, brands unfold their stories and showcase their products, **inviting guests to explore and experience their offerings in interactive and immersive ways.** It's a dynamic prelude to the show, where the fashion show's magic begins even before you step under the circus tent. During the break and after the show, guest can continue their journey through the brand spaces.

THE PROGRAM

ABOUT YOU^o



5pm	5-6.45pm	6.45-7pm	7pm	7.15pm	7.30pm	7.45pm	8pm	8.15pm
Guest arrival	red carpet & gathering @ concept store	seating circus ring	opening show	show act I	show act II	show act III	show act IV	closing first half
8.30-9pm	9-9.15pm	9.15pm	9.30pm	9.45pm	10pm	10.15pm	10.30	10.45pm
break @concept store	opening second half	seating circus ring	show act V	show act VI	show act VII	show act VIII	finale show	transition after show party

**potential brand slots*

THE GUESTLIST

Our audience sets together out of the who is who of the fashion & lifestyle industry. This is where trendsetters rub shoulders with creators, entertainers, models and industry insiders - shaping the future of fashion.

POTENTIAL GUEST SPLIT*

VIPs	20
Creators	200
B2B & Industry People	250
Press	30

**based on the minimum guest count of 500.
All numbers including companions*



RUNWAY PACKAGE - 150K

ON EVENT

- approx. 10 minutes runway slot incl. 6 - 8 looks
- model cast: approx. 6 - 8 models from our model pool set onsite (we will shoot 6 outfits for the ABOUT YOU online shop)
- stylist - compilation of the stylings
- choreographer - individual choreography for the runway show
- individual show act (classic circus e. g.)
- logo placement on logo wall & show
- live shopping (1 individual live shopping slot)
- integration in goodie bag
- photo material of the brand integration for social media usage
- 20 tickets for your show

DIGITAL EXTENSION

- own brand story (150 k impressions) on aboutyou.de
- shop the runway: up to 6 - 8 outfits on aboutyou.de
- logo placement on the aboutyou-fashionweek.de website
- influencer cooperation: 2 influencers with min 100.000 follower per influencer will report about your brand
- production of a social video
- individual story on ABOUT YOU instagram channel (>550k follower) or ABOUT YOU tiktok channel
- integration in event photo album on ABOUT YOU instagram channel (>550k follower)
- integration in ABOUT YOU newsletter (300k subscribers)
- integration in event story on aboutyou.de (150k impressions)
- integration in event film (>550k follower)

Potential touchpoints: 4 - 5 mio.

+ Organic reach via guest list

BRAND SPACE PACKAGE - 70K

ON EVENT

- own brand space in the brand area
- logo integration on the logo wall
- integration in the goodie bag
- photo material of the brand integration for social media usage
- 10 tickets

DIGITAL EXTENSION

- logo integration on the website [aboutyou-fashionweek.de](https://www.aboutyou-fashionweek.de)
- influencer cooperation: 1 influencer with min. 100,000 follower will report from your brand
- integration in the event photo album on the ABOUT YOU instagram channel (>550k follower)
- integration in the ABOUT YOU newsletter (300k subscribers)
- integration in the event story on [aboutyou.de](https://www.aboutyou.de) (200k impressions)
- integration in the event film (>550k follower)

Potential touchpoints: 2,5 mio. - 3 mio.

+ Organic reach via guest list

BEAUTY PACKAGE - 50K

ON EVENT

- hair/makeup partner of AYFW incl. "get ready/styling area" - all models get your hair styling/makeup
- own brand space in the brand area
- logo integration on the logo wall
- integration in the goodie bag
- photo material of the brand integration for social media usage
- 20 tickets

DIGITAL EXTENSION

- own brand story (150k impressions) on aboutyou.de
- logo integration on the website aboutyou-fashionweek.de
- influencer cooperation: 1 influencer with min. 100,000 follower will report from your brand
- individual video on ABOUT YOU tiktok channel
- integration into the event photo album on the ABOUT YOU instagram channel (>550k follower)
- production of a social video
- integration in the ABOUT YOU newsletter (300k subscribers)
- integration in the event story on aboutyou.de (150k impressions)
- integration in the event film (>550k follower)

Potential touchpoints: 3 mio. - 4 mio.

+ Organic reach via guest list

TOTAL TOUCHPOINTS

Cumulative Touchpoints via Press, Social Media & Onsite Integrations

318,5 mio.

2019

8 shows on 3 days

1,04 bln.

2021

13 shows on 4 days

2,1 bln.

2022

17 shows on 5 days

SEE YOU AT THE CIRCUS.

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