



NEPAL FASHION FESTIVAL

*Exploring Nepal's Creative Landscape
of Fashion, Beauty, Lifestyle, and Art*

Event Details

Proposed Date

24-26th May 2024

11-13th Jestha 2081

Friday, Saturday, Sunday

11 am - 8 pm

Contact

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Overview

FOREWORD

"A fashion festival is an event that celebrates and showcases the fashion industry, often featuring runway shows, designer presentations, shopping events, and various experiences. These festivals highlight the creativity and innovation of designers while providing a platform for the fashion community to connect and engage with the latest trends."

Welcome to the **Nepal Fashion Festival 2024**, an unparalleled celebration of the dynamic and flourishing fashion industry in Nepal. Over three captivating days, this extravaganza will immerse attendees in a fusion of creativity, innovation, and style, spotlighting the nation's vibrant fashion, beauty, art, and lifestyle sectors. **This event is initiated, planned & Organized by Fashion Network Nepal (FNN) and aims to be the annual extravaganza.**

Nepal Fashion Festival 2024 stands as a pivotal moment in the evolution of the nation's fashion, beauty, art, and lifestyle industries. It goes beyond being a mere spectacle; it's a platform designed to spark conversations, foster innovation, and ignite positive change within the industry. By bringing together diverse stakeholders, this event aims to lay the foundation for a more sustainable, inclusive, and globally recognized Nepalese fashion landscape.



Event Benefits

- **Brand Exposure and Visibility**
- **Targeted Audience Reach**
- **Showcasing Products and Services**
- **Networking Opportunities**
- **Market Expansion and Customer Acquisition**
- **Product Showcase and Demonstrations**
- **Brand Association and Credibility**
- **Lead Generation and Sales Opportunities**
- **Brand Engagement and Interaction**
- **Market Research and Feedback**
- **Customized Exhibition Space**
- **Marketing and Promotion Support**
- **Digital Marketing Exposure**
- **Educational Opportunities**
- **Collaboration Opportunities**
- **Portfolio Building**
- **Opportunity for Growth**
- **Inspiration and Empowerment**
- **Economic Growth**
- **Promotion of Nepali Culture**
- **International Exposure**

Event Description

EVENT ACTIVITIES

Fashion Bazaar (Exhibitions/Pop-up Market)

The heart of the festival is our Fashion Bazaar, a bustling marketplace featuring curated exhibitions and pop-up shops. Discover a diverse array of fashion-forward creations, from traditional craftsmanship to cutting-edge designs, as you engage with the thriving local fashion scene. Explore not only the latest fashion trends but also discover unique beauty products, lifestyle accessories, and artistic creations that reflect the diversity of Nepal's creative industries.



Fashion Shows & Presentations



Be spellbound by the runway as talented designers showcase their latest collections, pushing the boundaries of creativity. The fashion shows will be a visual feast, highlighting the trends that define Nepal's ever-evolving fashion landscape. The fashion shows will not only showcase cutting-edge designs but also incorporate elements of beauty, lifestyle, and art, creating a seamless fusion of creative expressions.

Event Description

EVENT ACTIVITIES

Conference/Workshops:

Immerse yourself in the intellectual side of the event through conferences and workshops that go beyond fashion. Engage with experts from beauty, lifestyle, and arts fields, gaining insights into the holistic nature of these interconnected industries.



Fashion Photography Exhibition



Explore the intersection of fashion, beauty, and art through a captivating photography exhibition. This showcase will feature mesmerizing visuals that capture the essence of Nepal's fashion narrative, bridging the gap between fashion and visual storytelling.

Fashion Film Showcase

Experience the convergence of fashion, beauty, and art in film with our curated showcase. These films will not only explore avant-garde narratives in fashion but also delve into the artistic expressions that define the beauty and lifestyle aspects of Nepal's cultural scene.



Brand/Product Launchpad

Witness the launch of new brands not only in fashion but also in beauty, lifestyle, and arts. This platform provides a stage for emerging creators in these diverse fields, fostering innovation and diversity in Nepal's fashion landscape.



Marketing and Promotion Plan

1. Objectives:

Increase event awareness and visibility.

Drive ticket sales and attendance.

Attract exhibitors, sponsors, and partners.

Engage with the target audience before, during, and after the event.

2. Target Audience:

Fashion enthusiasts.

Industry professionals.

Influencers and trendsetters.

Students and fashion aspirants.

Local communities and tourists.

The strategy

- **Pre Event Activations**
- **Create Engaging Content**
- **Forge Media Partnerships**
- **Leverage Social Media**
- **Partner with Influencers**
- **Digital Advertising Campaigns**
- **International Exposure**
- **Host Promotional Events**
- **Collaborate with Strategic Partners**
- **Branding Collateral**
- **Merchandise and Souvenirs**
- **Event Signage and Branding**
- **Website**
- **Sponsorship Activation**
- **Measure and Analyze Results**

ABOUT US

Fashion Network Nepal (FNN) is a business network platform for the fashion industry and its stakeholders to share knowledge, learn and grow in fashion, luxury and beauty segments.

Our mission is to empower, develop and connect all the stakeholders in Fashion industry of Nepal to build a transparent and supportive fashion industry in which they can thrive. We aim to create a stronger fashion sector by giving independent labels and creators the tools and skills to develop their business in the globalized world.

We are working to empower emerging voices and facilitate industry exposure at low cost while simultaneously providing an indispensable tool for the industry.

VISION

To create a stronger fashion sector by giving independent labels and creators the tools and skills to develop their business in the globalized world.

MISSION

Our mission is to empower, develop and connect all the stakeholders in Fashion industry of Nepal.



MEET THE TEAM



PRASANT TAMRAKAR
FOUNDER DIRECTOR, FNN



SHEKHAR RAJ KASHAJU
FOUNDER DIRECTOR, FNN

NEPAL FASHION FESTIVAL PROJECT DIRECTORS



PAURAKH MARDAN BASNYAT



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INTA SHRESTHA



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FASHION TRADE SPECIALIST



GAUTAM DHIMAL
PHOTOGRAPHER /
FILM PRODUCER



RUPESH K SHRESTHA
COO, XUNO INC



SUMAN SHAKYA
ENTREPRENEUR/
CONSULTANT



RAJ BHAI SUWAL
PROFESSIONAL PHOTOGRAPHER



RUSHKA SHRESTHA
BEAUTY SPECIALIST

VENUE

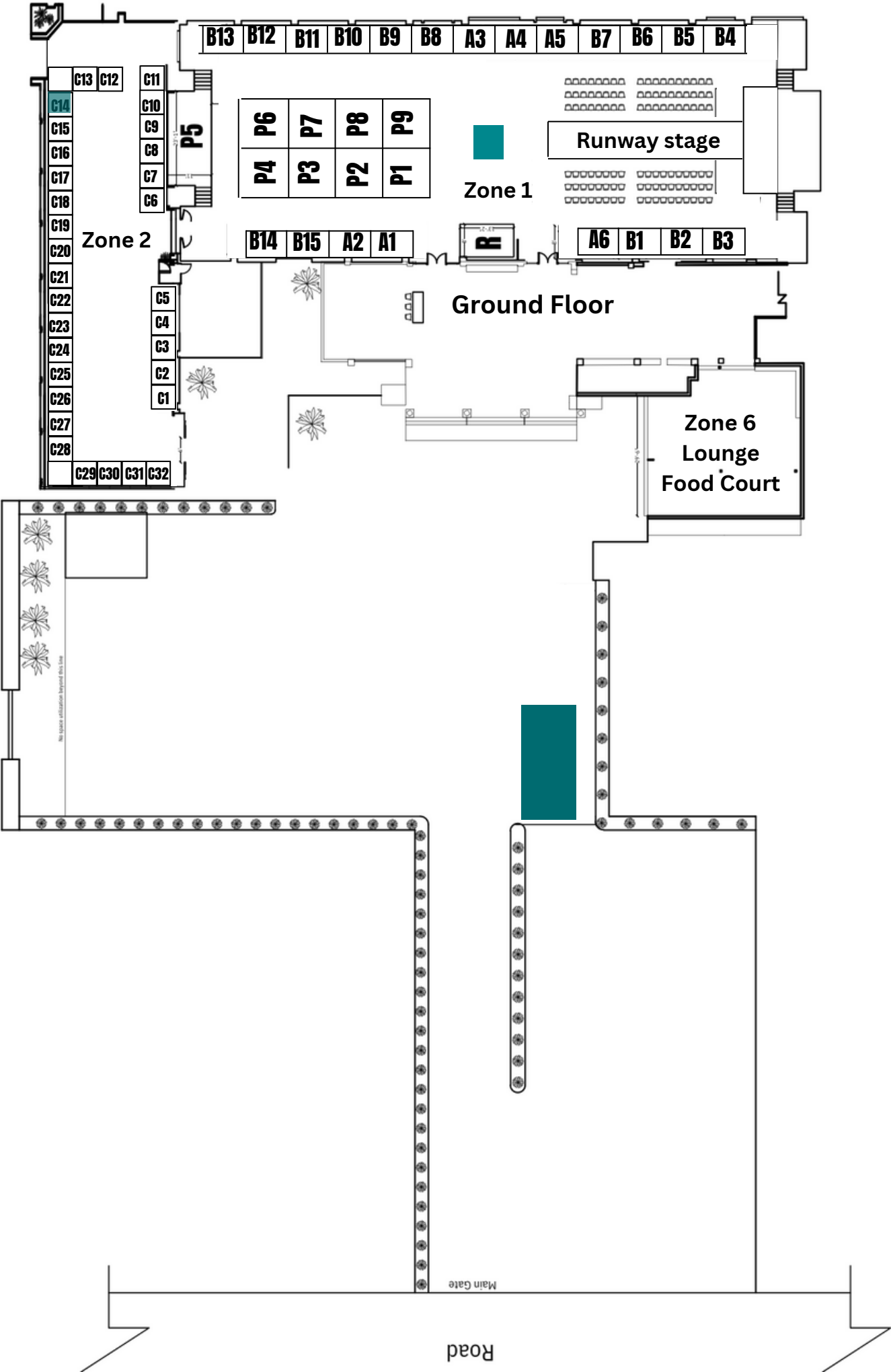
Heritage Garden is located at Sanepa, Lalitpur-2 (Old Gyanodaya School Premises). It has become a prime selection to conduct any of the private and social function in Heritage Garden because of its decent elegant interior with artistic lobby hall, comfortable dining space, open bar and sufficient parking space for 100 plus vehicles.



SPONSORSHIP & EXHIBITOR PROPOSAL



Event Venue Map



Stall Details and Rate

Type	No	Dimension	Rate
Big Stall	P1 - P4	12'x12' ft	125,000
Stall (Stage)	P5	23'x11'	200,000
Big Stall	P6 - P9	12'x14'	125,000
Stall	A1-A6	2 X 3 m	40,000
Stall	B1- B22	2 X 3 m	35,000
Stall	C1- C32	2 X 2 m	17,500
Stall(Food)	F1-F7	2 X 3 m	17,500

Early Bird Discount offer 10% (till 15th April 2024)
Additional 5% discount if booked 2 or more stalls.

Pavilions/Stalls with Fashion show/ Fashion Presentation packages are also available.

EXHIBITORS PACKAGE

1. Basic Exhibition Stall : (A & B) (check the details above)

- Standard exhibition stall space (8ft x 8ft) in the exhibition hall.
- Booth signage with company name and logo.
- Table & chairs.
- Access to electricity and Wi-Fi.
- Inclusion in exhibitor directory & promotion through official social media pages.

2. Premium Exhibition Stall (Pavilion) : (P) (check the details above)

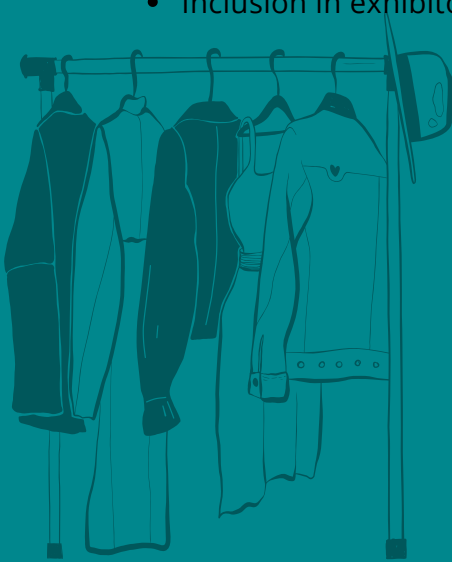
- Prime exhibition stall space (12ft x 14ft) in premium space of the exhibition hall.
- Larger booth area with customizable layout and design options.
- Enhanced booth signage with company branding and visuals.
- Tables & chairs.
- Access to electricity and Wi-Fi.
- 1 Fashion/Brand Presentation at the Runway/Stage.
- Fashion/Brand Presentation package includes 4 models, Choreography, Make up, Photo and Videos.
- Inclusion in exhibitor directory & promotion through official social media pages.

3. Pop-Up Shop Package:

- Retail Table space for showcasing and selling products during the event.
- Opportunity to sell exclusive products, limited editions, or event specials.
- Promotion as a pop-up shop exhibitor offering unique shopping opportunities.
- Table & chairs.
- Access to electricity and Wi-Fi.
- Inclusion in exhibitor directory & promotion through official social media pages.

4. Food counter/stall Package:

- Standard food stall space (8ft x 8ft) at the outside ground of the exhibition hall.
- Booth signage with company name and logo.
- Table & chairs.
- Access to electricity and Wi-Fi.
- Inclusion in exhibitor directory & promotion through official social media pages.



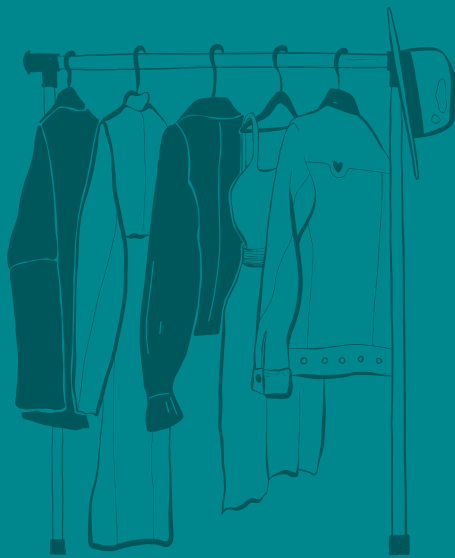
ACTIVITIES PACKAGE

1. Fashion Presentation Package:

- Exclusive fashion presentations and showcases at the runway/satge within the exhibition hall.
- Customizable LED backdrop and branding options for the fashion presentation.
- Opportunity to showcase collections, concept, product or fashion performances.
- 1 Fashion/Brand Presentation at the Runway/Stage.
- Fashion/Brand Presentation package includes 4 models, Choreography, Make up, Photo and Videos.
- Additional models/ show stopper/ celebrities cost will be extra as needed.
- Promotion Inclusion in official social media pages.
- Fashion Presentation Package Cost: **Nrs 25,000 (20% discount when combined with any stall booking) for 1 show**

2. Fashion Runway Show Package:

- Dedicated runway sequence with seating for attendees within the event venue.
- Professional runway setup with lighting, sound, and catwalk infrastructure.
- Coordination of models, hair stylists, makeup artists, and backstage management.
- The package includes 8-10 models, Choreography, Make up, Photo and Videos.
- Additional models/ show stopper/ celebrities cost will be extra as needed.
- Customizable LED backdrop and branding options for the runway show.
- Opportunity to showcase collections in a high-profile fashion show format.
- Promotion as a Runway exhibitor with maximum visibility and exposure.
- Fashion Runway Package Cost: **Nrs 50,000 (20% discount when combined with any stall booking) for 1 show**



SPONSORS PACKAGE

We are pleased to present various sponsorship categories tailored to meet the marketing objectives of potential sponsors. Each category offers unique benefits, providing sponsors with maximum visibility and recognition throughout the event. These packages are designed to align with your organization's marketing goals and objectives.

Title Sponsor (NRs 15,00,000)

Event Naming Right, the event will be "Your Brand Name" presents, Nepal Fashion Festival 2024

Exclusive branding as the "Title Sponsor" of the Nepal Fashion Festival 2024 in all event-related communications, including marketing materials, press releases, and digital promotions.

Prominent logo placement on event signage, banners, backdrop, and stage throughout the event venue.

Exclusive branding space within the event venue.

Recognition as the title sponsor in media coverage, interviews, and promotional campaigns leading up to the event.

VIP hospitality package with exclusive access to VIP lounges, backstage areas, and special events during the festival.

Dedicated social media posts, shout-outs, and mentions recognizing the Title Sponsor's support and partnership.

Influencers engagement and content making support

Exclusive Runway/Presentation during the final day.

1 complimentary Exclusive Pavilion Space and Activation spots

Ad/Video display in led screen and stand during various shows and activities

Exclusive session within the Conference/Panel Discussion Session

Vip Passes and tickets

Premium Banner ad space in FNN official website for 1 year

Customized benefit packages tailored to Title sponsors' specific objectives, preferences ensuring maximum value and return on investment (ROI) for Title sponsors' participation in the event will be discussed further.

SPONSORS PACKAGE

“Powered By” Sponsor (NRs 700,000)

Brand Name will be mentioned as “Title Sponsor” presents Nepal Fashion Festival 2024, Powered by “Your Brand Name”.

Exclusive branding as the "Powered By Sponsor" of the Nepal Fashion Festival 2024 in all event-related communications, including marketing materials, press releases, and digital promotions.

Logo placement on event signage, banners, backdrop, and stage throughout the event venue.

Branding space within the event venue.

Dedicated social media posts, shout-outs, and mentions.

Influencers engagement

Exclusive Runway/Presentation during the final day.

1 complimentary Pavilion Space

Vip Passes and tickets

Banner ad space in FNN official website for 1 year

Customized benefit packages tailored to Title sponsors' specific objectives, preferences ensuring maximum value and return on investment (ROI) for sponsors' participation in the event will be discussed further.

SPONSORS PACKAGE

Associate Sponsor (NRs 400,000)

Brand Name will be mentioned as “Associate Sponsor”.

Logo Carry in all event-related communications, including marketing materials, press releases, and digital promotions.

Logo placement on event signage, banners, backdrop, and stage throughout the event venue.

Branding space within the event venue.

Dedicated social media posts, shout-outs, and mentions.

1 complimentary Pavilion Space

1 Runway/Presentation during the final day.

Vip Passes and tickets

Banner ad space in FNN official website for 1 year

Customized benefit packages tailored to Title sponsors' specific objectives, preferences ensuring maximum value and return on investment (ROI) for sponsors' participation in the event will be discussed further.

We are enthusiastic about the potential collaboration on this exciting venture and believe that our combined efforts will elevate the Nepal Fashion Festival 2024 to new heights. We would appreciate the opportunity to discuss this proposal further at your earliest convenience.

We look forward to the prospect of contributing to the success of this significant event for the Nepalese fashion industry.

If you are a designer, artist, brand, or business looking to participate, sponsor, or collaborate, contact us

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