

SHOW SCHEDULE

INTRODUCTION & ON AND OFF SCHEDULE

Copenhagen Fashion Week has coordinated the official show schedule since 2006, spanning over three days every season. Over the past seasons, Copenhagen Fashion Week has seen an increased interest from brands seeking admittance to the official show schedule. The show days are the most important and most visible marketing tool of fashion week and that is why it is necessary to sharpen the profile by ensuring a high level of design quality. Otherwise Copenhagen Fashion Week might lose international attention. For this reason, the Copenhagen Fashion Week board of directors decided to introduce the ON and OFF schedules in 2013. While the two schedules run parallel to each other, their individual profiles and mix of brands ensure a clearer segmentation and profiling of the different shows, making for a more comprehensible guide for the visitors of fashion week.

THE ON SCHEDULE

represents a mix of newer and more established brands, primarily Scandinavian, that contribute to telling the story of fashion in the Nordic Region. The ON schedule places emphasis on unique design, international appeal, high-end brands, a strong connection to Danish fashion/Copenhagen Fashion Week and show productions of a high quality.

THE OFF SCHEDULE

represents a mix of clothing brands, children's wear brands as well as accessory and jewellery brands. The OFF schedule includes up-and-coming designers, brands with a broad audience and finally brands with a more commercial profile. This is also where design school shows, award shows and smaller, alternative show productions are placed.

HOW TO APPLY

Applications for the show schedule are sent to info@copenhagenfashionweek.com and must include:

- Lookbook or campaign images from the previous two seasons
- If applicable, runway photos from the previous two shows
- A description of the show concept including relevant information i.e. about whether international models, buyers, press, or others will be flown in for the show
- A brand biography
- A list of retailers
- A prioritised list of 3 show times, divided into at least 2 show days
- As of 2015, signing the Danish Fashion Ethical Charter is a requirement for being admitted to the official show schedule. Read more on The Ethical Charter and how to sign it below

The deadline for applying for AW17 is 4 November at 17.00.

HOW DO WE SEGMENT INTO THE ON AND OFF SCHEDULE?

Anyone with an interest in having a show sends their application to Copenhagen Fashion Week. Applications will be evaluated by a committee of industry professionals. NB: The secretariat of Danish Fashion Institute and Copenhagen Fashion Week do not participate in the evaluation. The committee will base their evaluation on the application and the material included herein. When evaluating, the committee uses a table of 4 primary focal points: design, brand, the show and the DNA of Copenhagen Fashion Week. At the meetings the committee will be able to discuss the individual brands but the final voting is anonymous.

WHAT ARE THE CRITERIA?

The assessment committee is set up by Copenhagen Fashion Week and consists of representatives from the press, retail, curation and marketing. The voting of the committee places the applicants in either the ON or OFF schedule.

The committee employs the following matrix for their evaluation. It is considered an advantage if the brand meets the requirements of two or more of the four areas:

DESIGN <ul style="list-style-type: none">- interesting or unique design- does the brand separate itself from the masses?- consistent design DNA- international appeal	BRAND <ul style="list-style-type: none">- unique brand story- interesting concept- the history of the brand- international attention- high-end
SHOW <ul style="list-style-type: none">- a show that adds value to CFW- large, different or creative show production- exciting show concept- international model casting- flying in international buyers and/or press	COPENHAGEN FASHION WEEK DNA <ul style="list-style-type: none">- is the brand a part of the story behind CFW and/or Scandinavian fashion?- does the brand tell a story that compliments that identity of CFW?

WHO IS IN THE ASSESSMENT COMMITTEE?

Margrethe Dal, Buying Director, Magasin
Lulu Henckel, Founder, LuluLoves
Rikke Christensen, Editor in Chief, Costume
Anne Lose, Editor in Chief, Eurowoman
Cecilie Christiansen, Editor in Chief, ELLE
Camilla Louise Høg, Fashion Editor, Cover
Frederik Andersen, Senior Fashion Editor, Euroman and Euro-woman
Louise Amstrup, Fashion Director, IN and Femina
Sarah Skarum, fashion journalist, Berlingske

Rikke Agnete Dam, Fashion Editor, Børsen
Lotte Freddie, fashion journalist
Elsebeth Mouritzen, Editor-in-chief, CFW The Daily
Martin Gjesing, CEO, Moon International
Ane Lynge-Jorlén, curator and fashion critic, Weekendavisen
Camilla Frank, Editor in Chief, Fashion-Post.dk
Sille Henning, Fashion Director, Alt for damerne

Copenhagen Fashion Week sets up and facilitates the meetings but does not participate in the evaluation or the voting. The different media represented in the committee can send another editor in their place, if the person listed is unable to attend the meeting.

APPLICATIONS RECEIVED AFTER THE DEADLINE

It is still possible to apply for a show in the show schedule after the given deadline. However, delayed applications may be automatically placed in the OFF schedule as the assessment committee vote on the placements shortly after the deadline. In the event that we receive several applications after the deadline, Copenhagen Fashion Week may convene the committee for a second meeting, allowing for delayed applicants to obtain a spot in the ON schedule.

HOW ARE THE SHOW TIME SLOTS ALLOTTED?

When the assessment committee has placed the applicants in the two schedules, another group of fashion week players (show production companies, show venue arrangers and Copenhagen Fashion Week) will coordinate the two schedules based on the lists of prioritised show times, locations and choice of production company. In some cases, the model cast will also be taken into consideration.

As it can be a jigsaw puzzle to coordinate, not all brands can expect to have their priorities met. When the schedule is ready, the applicants will be informed of their show time, usually six to eight weeks before fashion week.

WHAT ARE THE DIFFERENCES BETWEEN A SHOW IN THE OFF AND ON SCHEDULE?

Regardless of which schedule the show is in, the service package is always the same:

- Both are promoted via copenhagenfashionweek.com and can be seen in one collective schedule of all fashion week activities (the two schedules can only be seen separately by actively ‘filtering’ on the website).
- Both are listed in the printed guide to CFW in the official newspaper “The Daily”.
- To the extent possible, we try to make sure that the two schedules do not collide meaning that two shows aimed at the same target group of i.e. buyers are not placed simultaneously.
- All the official show venues of CFW are open to shows from both schedules.
- The show photo and video packages are offered to shows in both schedules, however the amount of videographers may be reduced to a show in the OFF schedule if the show overlaps with a show in the ON schedule.
- There will be a press bus taking press to shows in both schedules – even when there are two shows held simultaneously.

DO ALL BRANDS HAVE TO APPLY EACH SEASON?

The sharper profiling of Copenhagen Fashion Week being the aim of segmenting into the ON and OFF schedule, the committee has decided that from August 2014 a group of brands can obtain a permanent placement in the ON schedule, lasting four seasons.

HOW TO OBTAIN A PERMANENT ON SCHEDULE PLACEMENT

Every season, the assessment committee is asked to discuss if more brands should be added to the list of permanent ON schedule brands for four consecutive seasons. If there is an interest in adding brands to the list, a voting will take place.

DANISH FASHION ETHICAL CHARTER

Signing the Danish Fashion Ethical Charter is a requirement for being admitted to the official Copenhagen Fashion Week show schedule.

PURPOSE

The Danish Fashion Ethical Charter seeks to ensure the well-being of Danish models and to contribute to the creation of relevant and appropriate information about eating disorders and about the beauty and body ideals the fashion industry is a part of creating.

The Danish Fashion Ethical Charter will also help raise awareness and influence attitudes in the fashion industry as well as in the media and in society in general, which is why the charter contains a number of measures and rules signatories must adhere to.

BACKGROUND

In March 2015, Danish Fashion Institute, Dansk Fashion & Textile, WEAR, the eight largest modeling agencies, Danish Models and Landsforeningen mod Spiseforstyrrelser launched a new and tightened version of the Danish Fashion Ethical Charter whose purpose it is to promote a healthier body image and ensure the well-being of models.

SIGNING THE CHARTER

Download the form at www.danishfashionethicalcharter.com and forward a signed copy to info@modebranchensetiskecharter.dk. In turn, you will receive a Danish Fashion Ethical Charter logo package to use on your website, campaigns and other material as long as your company adheres to the rules of the charter.

CONTACT

Copenhagen Fashion Week
info@copenhagenfashionweek.com
M +45 70 20 30 68