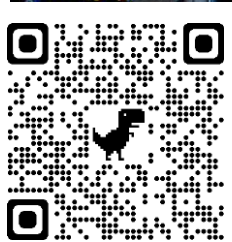




palazzo
madama

TORINO FASHION WEEK



3rd/9th october 2021



 baiabasa.com

TORINO FASHION WEEK



In 2020 The future of fashion shows has changed, as everything around us.

As already happened in many industrial sectors, even the Fashion industry, in recent months, has undergone an incredible INNOVATIVE drive towards new scenarios increasingly DIGITAL but above all more SUSTAINABLE.

By the way, the INNOVATIVE VISION has always been the main soul of TORINO FASHION WEEK that, since the beginning, wished to take distance from the traditional methods of conceiving the *fashion shows*.

But TODAY innovation became even more an imperative for everyone.

Stylists as well are finally realizing that the rhythm of the past related to the need of more productions, already unsustainable, now it's almost embarrassing.

You cannot rush to produce more and faster.

The pandemic, that swept us away taking away too many things, perhaps, gave us back the sense of time and of the important things, with a greater attention to the quality of what really matters.

Even in our Job.

TORINO FASHION WEEK

is an *international, independent and innovative* format addressed to *young fashion designers*, brands and fashion small and medium enterprises.

Every year international brands from all over the world take part into this huge event that combines *7 days of international catwalks shows*, talks and workshops with international speakers, an exhibition area and *3 days of internationals brokerage events (b2b)* among companies buyers and experts of the fashion system .

This event is promoted worldwide thanks to the collaboration with the *Enterprise Europe Network (EEN)*, the most important european network, co-financed by the *European Commission*, that supports small and medium enterprises to grow and to innovate internationally providing services related to innovation and internationalization, such as the partner search process.

The wide and so huge appeal that the event achieved in *5 years consolidated* the strength of the format and the development of an increasing interest from all over the world!

We are surely the future on this matter, we are proud the *be different* from other fashion events, from the already known fashion weeks.

We wish mostly to give voice to all the talented designers and companies from all over the world collecting them into a unique place within an amazing week full of inspiring *contents and contacts!*

This is the *new generation* of fashion show dedicated to emerging brands, to the small and medium enterprises, to all the new brands who wish to be noted, who are sustainable oriented and who give more attention to the real quality and contents rather than to ornaments.

This is the event where to be, the event that wish to help companies and entrepreneurs to grow and to create *international* and business connections.

In the Fashion industry, as well, digital solutions and tools are growing, becoming the only way to preserve the "spectacular" side of the fashion shows that, in any case, will not disappear forever but will give space to new formats that will come up beside the "old" ones.

The Covid-19 marked the moment of metamorphosis in the fashion system. The traditional and old system of the fashion week was based, actually, on parameters that now can no longer be applied and imposed in such a massive way.

In this context, the Format Torino Fashion Week consistently follows its primordial ideas and adapts to current times.

While hoping to restore part of the show in the future, TFW continues by digitizing the event creating an online platform.

The platform will offer users access to interviews, webinars and digital fashion shows of brands from all over the world.

Save the date: 5-6-7 October 2021

The Torino Fashion Week BUSINESS SOUL will not be missing with the B2B TORINO FASHION MATCH 2021

The event of international meetings (b2b), organized by Unioncamere Piemonte (Regional Union of the Chambers of commerce of Piedmont Region), as partner of the [Enterprise Europe Network](#) (EEN) and of the EEN *Sector Group Textile and Fashion*, will be realized in virtual modality during the TFW.

- It brings together *companies, fashion designers, buyers and retailers* that can meet in pre-scheduled meetings allowing participants to create international commercial collaborations and to meet potential *business and technological partners*.
- In 5 years the b2b created relevant success stories and it allowed clients to establish international contacts and business partnerships.
- *You can register to the dedicated platform and select your meetings to create international agreements!!*
REGISTRATION WILL OPEN SOON!

The event has been awarded by the European Commission as Best Practice 2019 among EEN Sector Groups, during the EEN Annual Conference 2019, in Helsinki, with the action: *Fashion Match, the next generation of brokerage events*.

The Enterprise Europe Network, co-financed by the European Commission, is committed to support companies and entrepreneurs to grow and to innovate internationally with dedicated service of business development. Presented in more than 60 countries the EEN operates through 600 local partner organizations selected by the European Commission.

See the 2020 edition <https://torino-fashionmatch-2020.b2match.io/>

FACTSHEETS Torino Fashion Match_ B2B

by Unioncamere Piemonte in collaboration with Enterprise Europe Network

17_ international relationships
1131_ registrations received
1278_ participants to the b2b
49_ buyers
43_ countries involved
3987_ meetings realized
2950_ international meetings

FACTSHEETS Torino Fashion Week
by TModa

17_ main Partner
69_ technical Partner
12_ institutional Partner
17_ International Collaboration
358_ emerging stylists from all over the world on catwalk
1720_ web articles
312_ paper articles
192_ videos
1.051.310_ Views (TFW 5 digital)

TORINO FASHION WEEK

TORINO
FASHION
WEEK

THE SHOW:

The 2021 edition will be totally digital.

The parades will be recorded in the studio with a towel-background, and then DIGITALLY assembled using the interiors images of the refined and elegant Palazzo Madama in Turin. (www.palazzomadamatorino.it)

Teaser Torino Fashion Week <https://youtu.be/YxnB0j90ICA>



The event, thanks to the collaboration with the Enterprise Europe Network will be disseminated in 36 countries around the world giving enormous visibility to our elegant city.

The combination of Fashion, Culture and Tourism is certainly a winning formula and rich in content.

Our vision has always been to bring *Turin to the World and a World to Turin* because fashion reflects the culture of a country and is a symbol of its style.

Here how it can look like: (for internal use only):

https://drive.google.com/file/d/1oAqLC3A33MTsthu4X-5zXGVU-_h3BrPZ/view?usp=sharing

HOW and WHERE in Turin_ fee €. 1.900 vat included

HOW: The 2021 edition will be totally digital.

The parades will be recorded in the studio, at the SEI STREAM Studio in Turin, Via Sansovino 243/58, with a green towel-background, and then DIGITALLY assembled using the interiors images of the refined and elegant Palazzo Madama in Turin.

The staff will include:

5 models that will change according to the designer's outfits, (models will be 5 per day working with different groups and different models), min 10 max 15 outfits.

We will assign a group of models - selected by TMODA- to each group of designers.

Team:

3 videomakers
1 photograpar
1 make up artist
1 haire style artist
2 backstage
2 stilisti

Structure parades:

The parades will be structured as follows:

Opening with stylist logo

60 seconds video designer at work (optional)

Parade

60 seconds interview with the designer

The shooting will give particular importance to the details of the various outfits.

WHEN: TMODA is scheduling the timing for each sessions, so each designer will have his own schedule (time and day) .

TMODA WILL RECORD the shows in Turin from June to August 2021 (you can decide when to come in Torino)

- Beginning of work at 8.30 a.m., end of work at 8.00 p.m.
- 4 fashion designers for day

HOW and WHERE in your Country_ Fee €. 1.100 vat included

TORINO
FASHION
WEEK

For designers who won't be able to come to Italy, SEI STREAM team will provide a video tutorial with all the specifications on how to shoot the parades on a green towel-background + model movements.

Then, you will send them back your footage that will be DIGITALLY assembled by SEI STREAM using the interiors images of the refined and elegant Palazzo Madama in Turin.

Structure parades

The parades will be structured as follows:

Opening with stylist logo

60 seconds video designer at work (optional)

For those who wish, before the fashion show, we will insert video of the designer at work to show the manual skills and the production phase

Parade:

60 seconds interview with the designer

Video of the designer who talks about himself, mission and vision of his collection.

The shooting will give particular importance to the details of the various outfits.

WHEN

All material must be shipped
by 30 August 2021.

PS. No green color dresses and/or accessories.

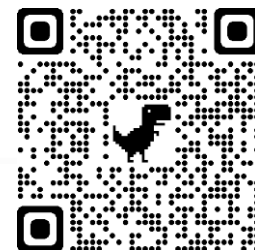


STORE

LOG IN

CREATE YOUR STORE

SUBSCRIBE





baiabasa.com



Are you an Entrepreneur, a Producer, a Distributor, or an Investor?

Join our social commerce to grow and to develop your business quickly.

Open your e – commerce for FREE, customise it as you like and start selling without limits.

Open your online store.

WHO WE ARE

Baiabasa is the business community dedicated entirely to develop an international and innovative new way of business.

LOGO

The logo has several references: the first is the bull (symbol of Turin) the second the symbol of infinity, then there is the ping of the maps (as if we were the place to find everything), a ring (to identify the character of design, fashion and art) and if you divide it in two they are two wings, like those of Hermes (the messenger of the gods) and we, like him, make more business communicate





HOME

COMMUNITY

Members

MatchMaking Areas

STORE

Search Store

PREMIUM

Registration Account



Profile

Your Shop

Wishlist

Settings

Logout



Write to search ...

VISION

Our vision is to break down the barriers between companies and entrepreneurs and speed up the growth of your business.

AIMS

The objectives are various: to connect entrepreneurs, companies, startups, young entrepreneurs and investors from all over the world to do business.

Request and search for what your business needs.

Propose your business project and create your team to develop and implement your project.



Claudio Azzolini

ONLINE

3

VIEWS

Change Profile Picture Change Profile Cover



INFO

AVERAGE

ACTIVITY

POSTS

ORDERS

STORE MANAGER

FRIENDS

REVIEWS

ARTICLES

AVERAGE

BOOKMARKS

Company Name

Tmoda srl

Website

http://www.torinofashionweek.moda

Name And Surname

Claudio Azzolini

MatchMaking Area

Textile

Core Business

Other

Request Business Opportunity

nerging stylists

scribe Your Core Business

nerging stylists fashion shows

ompany VAT Number

2112112112



Menu



Search For



Filter



What's new, Claudio?

Public



Publish in:

My Profile

PUBLISH



Claudio Azzolini changed the cover of the profile

1 DAY, 21 HOURS AGO

TORINO FASHION WEEK

TMODA



Like



Comment



My Store

Home

Average

Articles

Products

Orders

Payments

Coupons

Customers

Reimbursement

Settings

Report

Reviews

Logout

My Store



Welcome to your Store Manager

Claudio Azzolini

€ 0.00
gross sales this month

€ 0.00
Earnings this month

0 Articles
Sold this month

0 Orders
received this month

Store status

0 orders - processing

0 products - awaiting completion

0 products - availability low

0 products - Sold out

My Store



Position

Payment

Shipment

SEO

Shop Policies

Customer care

Store hours

TO SAVE



Articles limit: Unlimited

Search:

First name State Date Actions

First name	State	Date	Actions
mesh	Published	9 April 2021	

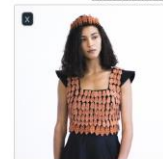
Showing 1 to 1 of 1 entries

Previous Next

Tags

Separate Article Tags with commas

Choose from the most used tags



Short description

Add media Add Countdown

Paragraph B I

baiabasa.com
★★★★★

Claudio Azzolini

Via Cernaia 24, Turin, Turin Italy - 10122
torinofashionweek@gmail.com

Request

Store Visibility Setup

Store name location

In the header

Products per page

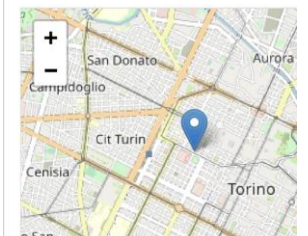
10

- Hide emails from the store
- Hide phone from the store
- Hide address from shop
- Hide Map from Store
- Hide About from Store
- Hide Policy from Store

Store location

Find location

Delper, 24, Via Cernaia, Quadri





Search for Business 🔍

Core Business

MatchMaking Area

Search for

[Who we are](#) [Contacts](#) [General conditions of service](#) [Privacy Policy](#)

Copyright © 2021 CATCHINGBUSINESS.COM



CatchingBusiness ✓

@ Capuz

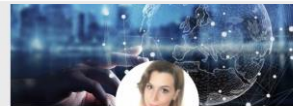
% Calculate Match



VIEW REVIEW

ADD FRIEND

MESSAGE



Sara

@ Le-Magie-Di-Sara

% Calcola Match



Menu



Search For



Filter

All Members

My Friends

Smart City

2

Food & Beverage

3

Smart Health

2

Industry 5.0

0

Investments

1

Textile

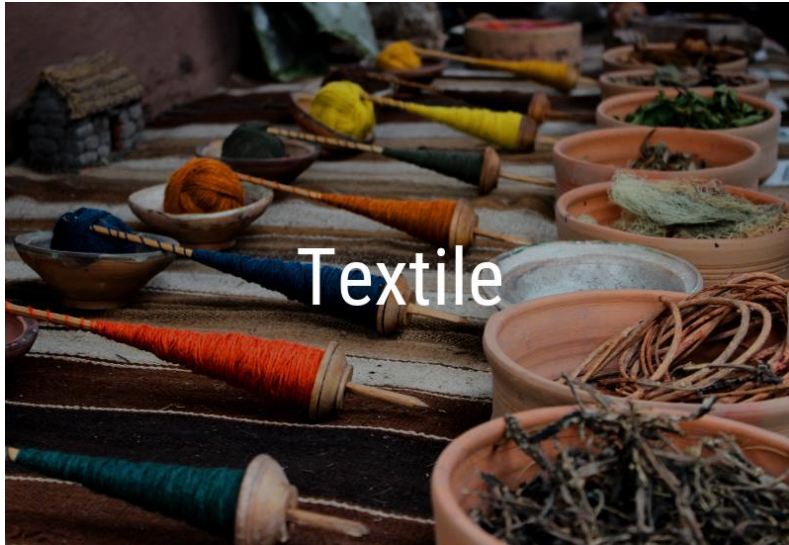
1

Tourism

0

Other

3



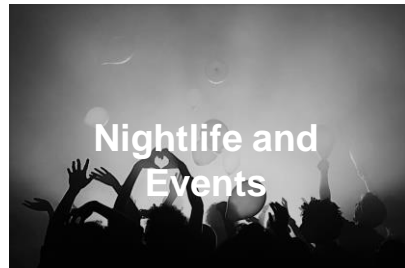
Textile

We started with the Textile sector, but our Community is developing four MatchMaking macro-areas where we will facilitate, free of charge, the creation of economic opportunities, among our members who will be able to interact with each other, develop business and create their own network.

MatchMaking areas:
Textile, Wellness and Beauty,
Nightlife and Events,
Investment, Tourism.



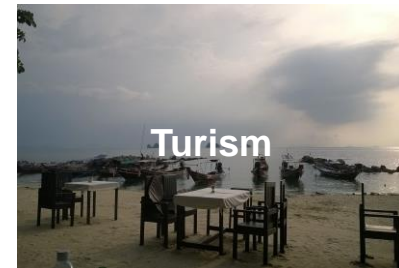
Wellness e Beauty



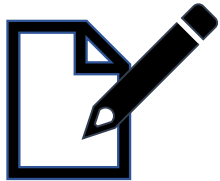
Nightlife and Events



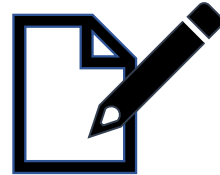
Investment



Tourism



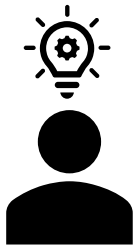
Join the
business
sector
you belong to



Complete your
profile
by describing
your
Core Business



Request
Business
Opportunities



Propose
your
Business
Projects



Get in touch
with
all members
of the
Community



Create
your own
store and
sell your
products
online



Engage your
contacts,
update them
and find new
ones

2. E COMMERCE Torino Fashion Week

TORINO
FASHION
WEEK

E commerce will be available on the website torino-fashion-week.eu

PRODUCT'S SHEET:

<https://docs.google.com/forms/d/e/1FAIpQLSf8zGclFqKllxrCJhMjBHT-Y85IpMtc7WKXWI9LYpFgFj0XZw/viewform>

The designer will have to fill out in detail the PRODUCT DATA for each article he intends to include in the TFW platform and E- commerce.

BRAND'S PROFILE:

<https://docs.google.com/forms/d/e/1FAIpQLSfsAZDM6tzLeVB-NZUHiOvkSmLj7hjlghiAkGmTiOV1H8SrwA/viewform>

The designer will have to fill out his profile in detail.

3. RADIO GOLD

Radio Gold is a reference publisher in its territory of origin and provides cross-platform services of information, entertainment and commercial communication.

3 Radio in FM and streaming: Alessandria and Pavia 1 Digital terrestrial TV: Torino, Alessandria, Asti, Cuneo and Biella 2 websites of local information platforms video and audio on demand

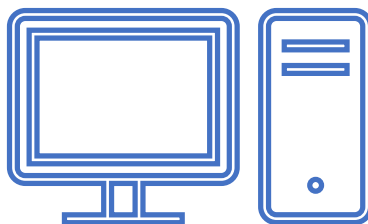
TV On channel 654 of digital terrestrial a schedule with music videos, information and entertainment.

Breaking local and national news every day from 7.20 to 22.20, and during the weekend the best tips for leisure.

Every day deepenings, columns, guests and live events.

A modern and fast television available on the web wherever you are.

A service of public utility constantly updated, usable on the web, on radio, on television, on social media and on smartphone apps.



SOCIAL

focus on new services.

The promotion of the TFW 2021 will begin 2 months before the event.

4. TFW MAGAZINE

TORINO
FASHION
WEEK

Another great novelty is the creation of a dedicated Web Magazine of TFW, so as to broaden both the target, and the demand for a more demanding and attentive audience, and the same content in editorial form.

In this way you will be able to tell the same “formats and programs” that will be created, but in a more detailed way and with different shades from the usual, thus giving that suggestiveness that can only be obtained by readings.

Accustomed today to the presence of “video content” that are offered to us in an assiduous way of social media, we forget that the real indexation always comes from the “word”.

Moreover, by setting the magazine as a blog, you can interact more effectively with the public. Last but not least, on the portal you can have a section dedicated to photos in more detail and with much higher resolution than on social media.

This makes it possible to give much more importance to, for example, the same clothes of the designers, so that they can be described in a different and unique way

The Magazine will be divided into sections and will be published twice a week.

More info will follow very soon.

5.



Legal services hub specialized in Intellectual and Industrial Property, Digital and New Technologies.

All the professionals of TORO Legal Hub have gained significant expertise in their respective areas of expertise and are united by a passion for innovation and the application of new technologies in the various sectors of industry and crafts.

One of the strengths of TORO Legal Hub is in the dynamic interconnection between its professionals which translates into an interconnection between customers with the creation of new business opportunities.

Areas of expertise

Industrial and Intellectual Law

Trademark, Patent and Design Consultancy

Cinema, Music, Events, New Media and Communication

Startup

Company law

Subsidized Finance

Computer science App and Web App development

Marketing and communication

Business internationalization in Italy and abroad

Privacy and protection of personal data

Corporate Criminal Law and Cybersecurity

Pharmaceutical Law

Real Estate



6. RINASCENTE Torino



A 6mt x 3mt led wall will be installed on the main big shop window of the Rinascente store in the heart of the city for 21 days, where the 24/24 catwalks's shows will be screened. Rinascente Store will award 3 fashion designers (man, woman, accessories) with the possibility of exhibition and sale.



7. HANGOVER Torino

Historic, refined and elegant store in the heart of Turin, will award a fashion brand that will exhibit at Hangover, Via Bruno Buozzi, for two months with possibility of sale.

8. ADOPT A STYLIST – project

The project signed by the Association CNA- Torino and Torino Fashion Week is part of local events from *Pinerolo Craftsmanship's Calendar* and supported by the Turin Chamber of commerce: 12 stores adopt 12 emerging designers in Pinerolo city (Piedmont Region)

magazine



catwalk show
man_ woman_ kid_



social commerce



growth



TORINO FASHION WEEK

network



talks e workshops



TORINO FASHION WEEK



palazzo
madama

3rd/9th october 2021

to see TFW

go to the site

WWW.TORINO-FASHION-WEEK.EU

social

www.baiabasa.com

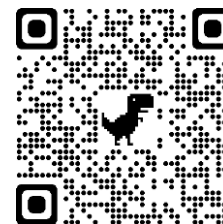
facebook

Torino Fashion Week

digital terrestrial

CHANNEL 654

scan the QR code
with your camera



TMODA

TORINO FASHION WEEK

DEADLINES:

- To Receive the **Registration form** write an e-mail to TMODA srl: timoda@outlook.it by the **30th June 2021**
- If you are **not allowed to travel**, all the materials requested MUST be sent to TMODA by the **30th August 2021**
- **Payment:** by sending the registration form the payment of the Fee is requested

Torino Fashion Week organized by

TMODA

international Partner



LOSOÙDE



institutional Partner



in collaboration with



RINASCENTE

supported by



FASHION TEAM

HANGOVER

WELLNE PROJECT

KRYOLAN PROFESSIONAL MAKE-UP



press office



digital tv



digital video



Charity Partner





baiabasa.com