



TORINO FASHION WEEK  
**TECH  
FASHION  
WORLD**



6th \_ 14 th july 2022

TMODA



# TMODA

## The reality behind TFW

**TModa s.r.l. is a company founded in February 2020** , by the will of [Claudio Azzolini](#), creator and organizer of the TFW, with the **aim of representing the highest values of emerging fashion**. TModa it is proposed as "a platform that accelerates the business by proposing a physical space that goes beyond the common ateliers and that establishes international relations within the sector".

TModa is committed to **protect, coordinate, disseminate and to enhance the image and the style both in Italy and abroad and to revive the world of fashion in the City of Turin and Piedmont Region**, developing and promoting trade and supporting numerous emerging stylists. The aim pursued is to respond in a concrete way to the process of development and reaffirmation of the fashion sector in Piedmont, passing through local and international stylists

The TFW is characterized by two main elements: **a spirit focused on the innovative and emerging dimension of the fashion industry and an international and cosmopolitan** spirit that welcomes stylists, brands and buyers from all over the world, with a strong participatory presence of different cultures, including minorities cultures, bringing fashion philosophies appreciated even by the most important fashion brands.



### Mission

The TFW is a cultural event that is committed to reaffirming the fashion sector in Turin, giving space to young emerging designers of the territory and not, developing professional skills among international artists, fashion industry companies and industry experts.

### Vision

To bring the World in Torino and Torino into the world, this is TMODA!

### Values

Innovation - Independence - Internationalization

## Reference Concept

**TFW is an independent and innovative event** addressed to emerging brands, young stylists and small and medium-sized enterprises of fashion. Its international vocation and, at the same time, its focus on local and national talents is confirmed by the ability to attract companies, brands, buyers and stylists from all over the world thanks to the collaboration with local and foreign authorities to offer fashion designers a strategic showcase at an international level.

The 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 offering services related to innovation and internationalization. The EEN network holds over 600 contact points worldwide to facilitate growth and competitiveness of companies wishing to innovate and grow internationally.

**The attention to the B2B relations in the fashion sector has given rise to the "Torino Fashion Match"**, a matchmaking event of free pre-scheduled meetings, aimed at those who work in the textile/fashion sector interested in establishing new international collaborations. The event is organized every year by **Unioncamere Piemonte** (the Regional Union of the Chambers of commerce of Piedmont Region) as **member of the EEN Network and of the Sector Group Textile**, within EEN. The broad appeal and the success that the event has had in 6 years has consolidated the strength of the format, promoting its **notoriety globally**.

Being now one of the most anticipated event in the area, Turin Fashion Week has always responded effectively to the changes and innovations, building an **online platform to offer its users access to interviews, webinars and digital fashion shows**, involving professionals and industry experts from all over the world, so that the opportunities and activities that the event has always offered live were not lost, but enhanced.

### What

TFW is an **international, independent and innovative format of fashion event** addressed to emerging brands, young stylists and small and medium-sized fashion companies, devoting ample space to both b2b and b2c fashion.

### When

Establishing itself as an annual event since 2016, **every year TFW realises 7 days of fashion shows, talks, workshops with international speakers, B2B meetings, exhibition areas and international brokerage events** between buyer companies and fashion system experts.

### Where

**The event takes place in Turin but has a worldwide resonance** thanks to the collaboration with the Enterprise Europe Network (EEN) supporting SMEs and young entrepreneurs in the path of innovation growth and openness at international level by providing services dedicated to innovation, to sustainability and internationalization



**TECH  
FASHION  
WORLD**

# Torino Fashion Week 2016

## When

27 th \_ 3 rd july

## Where

Former Industrial Area Mirafiori (**MRF Turin**) a former factory managed by TNE - Torino Nuova Economia, which, before the arrival of FashionWeek, had become a disused space.

## Concept

During the 2016 TFW, about 100 emerging designers paraded, most of them from Turin, with the aim of showcasing niche fashion, the avant-garde creations and above all "**Made in Italy**" fashion.



# Torino Fashion Week 2019

## When

27 th \_ 3 rd july

## Where

Ex Borsa Valori Turin

## Concept

With 11 runway sessions, over 70 emerging designers took turns on the catwalk for present their capsule collections and more than 5 thousand guests, the fourth edition of the Torino Fashion Week looks to the East welcoming **China** for the first time, called to inaugurate the famous week of fashion shows. The international vocation is the flagship of the event that renews the link with Islamic Fashion and Design Council.



# Torino Fashion Week 2017

## When

27 th \_ 3 rd july

## Where

**Magazzini Devalle ai Murazzi**: refined and innovative location in the amazing setting of Murazzi del Po at no. 5, in the heart of the city and the nightlife of Turin

## Concept

With a more international cut than the previous edition, to characterize the event it was **Modest Fashion**, the Islamic fashion that meets the needs of women Islamic, showing 31 designers, most of them women ..

The 65 participating fashion designers presented a capsule collection for the first time on the occasion of the TFW17; in this case, alongside a minority of stylists Turin, the majority came from Asia, Europe, North and South America.



# Torino Fashion Week 2020

## When

3 rd \_ 9 th october

## Where

Rinascente Store Turin

## Concept

The fashion shows, broadcast by the Rinascente and accessible to a limited number of people, but also visible in live streaming on the dedicated Facebook profile, they recorded 2,325,000 contacts, demonstrating the success of the union between art, fashion and internationality, which by now distinguishes the TFW. The emerging fashion of the **Balkans** thanks to the collaboration with Dress For Success, has brought designers from **Bosnia Herzegovina, Macedonia, Albania and Kosovo**. Thanks to the APP, the viewers were able follow both the fashion shows and the awarding of the prize to emerging brands; moreover, they could buy garments online, while buyers and retailers have had access to online orders e a whole series of dedicated services.



# Torino Fashion Week 2018

## When

27 th \_ 3 rd july

## Where

Ex Borsa Valori Turin

## Concept

The focus of this edition was internationalization: from **South Africa** to the Middle Est, a space was offered to emerging designers on an international level through the exhibition of their own creations of clothing, jewelry and accessories; a space was also dedicated to the creations of the students of the Fashion course at the IED in Turin.

The third edition saw the creation of afternoon and evening fashion show sessions (hours 17.00-19.00 and 21.00-23.00) with the presence of 80 stylists on the catwalk. Also this year it is The Torino Fashion Match, the B2B meetings, in which more than 200 companies.



# Torino Fashion Week 2021

## When

15 th \_ 21 st november

## Where

Palazzo Madama Torino

## Concept

The **AI Nisa Designs Collective from USA**, Dress for Success Serbia, the stylists CNA Federmoda Lombardia, Dimitar Dradi, Hussain Harba and many others were the protagonists of this edition, yes again aims to showcase emerging designers from every country and culture, in name of interconnection and globalization. Special guest **Maki Mandela**, who presented his streetwear collection, with his brand "The house of Mandela".

The edition was carried out in a hybrid version thanks to the consolidated Web APP and direct on Facebook that allowed the meetings to take place and the vision from all over the world.



# enterprise europe network

## B2WORTH@ TORINO FASHION MATCH 2022

7/8/9th July 2022

International event of bilateral meeting to grow your business at international level

The **business soul** of Torino Fashion Week will not be missing thanks to the 7° ed. of **B2B TORINO FASHION MATCH 2022**.

The event of international meetings (b2b), organized by **Unioncamere Piemonte** (Regional Union of the Chambers of commerce of Piedmont Region) in collaboration with the **Turin Chamber of commerce**, as partners of the **Enterprise Europe Network** (EEN) and of the **EEN Sector Group Textile**, will be realized **in presence**, during the TFW, in Turin (the location will be soon confirmed).

Check the Video from 2019 edition: <https://youtu.be/KsEkTnRCiW4>

### WHY PARTICIPATE:

- The B2B 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 6 years the b2b created relevant **success stories** and it allowed clients to establish international contacts and business partnerships.
- **Your success stories**, as commercial agreements or the huge relations that you will establish during the b2b, will be promoted through the EEN and European Commission channels, through the TFW platforms, press at national and international level.
- Find out partners to **apply for the next WORTH** project proposal, addressed to Creative industries (fashion and textile; footwear ; fur and leather; furniture, home, decoration/architecture, accessories and Jewelry)
- **You can register to the dedicated platform and select your meetings to create international agreements!!**

## WORTH PARTNERSHIP PROJECT

### NEW!

This Year the b2b will include the **WORTH project** ! If you are looking for international **partners to apply for the EU call WORTH** addressed to **CREATIVE industries**, join our b2Worth and get ready for the upcoming call in autumn 2022!

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.

### HOW TO APPLY :

### REGISTRATION'S PLATFORM WILL BE AVAILABLE SOON

**For more details You can contact :**

- Unioncamere Piemonte as EEN contact point for textile and fashion : [f.Leonetti@pie.camcom.it](mailto:f.Leonetti@pie.camcom.it)
- Turin Chamber of Commerce as EEN contact point for Design and creative sectors (industrial design, technical, furniture design, visual and web design) [d.albesano@to.camcom.it](mailto:d.albesano@to.camcom.it)

Ed 2021: <https://torino-fashion-match-2021.b2match.io/>

## Torino Fashion Match\_ B2B 2016\_17\_18\_19\_20\_21

by Unioncamere Piemonte in collaboration with Enterprise Europe Network

+ 43\_ countries

2500\_ B2B and meetings participants

+3500\_ internationals meetings realized

## Torino Fashion Week 2016\_17\_18\_19\_20\_21

by TModa

21\_ main partners

77\_ technical partners

12\_ institutionals partners

17\_ internationals collaborations

480\_ fashion designers from all over the world on catwalk

+3.000\_ press on web and paper

+6.051.310\_ digital edition views 2020-2021



## **PROGRAM: 6<sup>th</sup> - 14<sup>th</sup> July (+ TFW OFF 15<sup>th</sup> July)**

**The seventh edition of Turin Fashion Week will be full of news, contents, experiences and moments of leisure:**

- 10<sup>th</sup> June 2022: **TFW 2022 Presentation Party** at the **OGR** in Turin, organized by the Prince Experience Event Agency.
- 27<sup>th</sup> June 2022: **PRESS CONFERENCE** at the **Central Market in Turin**.

### **July 2022:**

- **JULY 2022 - night events:** The **FASHION SHOWS** will be realized onsite and in live streaming at **Villa Sassi** on the 6|7|10|11|12|13|14 July 2022. The fashion shows are organized by the **Fashion Team** Agency.

Each Night, in the garden of Villa Sassi, at the end of each fashion shows, a special **PARTY**, addressed to companies and fashion designers, to the staff and to 100 more exclusive guests, will be organized with an open bar managed by the **Prince Experience** event agency.

- **7|8|9 July 2022 - day events:** EEN b2b **B2WORTH@Torino Fashion Match** + TALKs with international speakers (morning and afternoon) managed by Unioncamere Piemonte and the Turin Chamber of Commerce as members of the **Enterprise Europe Network**, in Piedmont Region. The b2b will gather manufacturing companies/fashion designers/retailers and buyers/speakers and experts from all over the world in 3 full -days of matchmaking event !
- **8th July 2022:** in the multiethnic location of the Central Market, in Turin, TFW will offer a **FOOD MASTERCLASS** with the chef **Davide Scabin** (2 Michelin stars, 2 Gambero Rosso forks and 3 Cappelli de L'Espresso) involving 20 stylists who will prepare a themed dish that will be judged by chef Davide Scabin! After that, a special **PARTY** for 120 people and a dedicated party will follow on the terrace, managed by the Prince Experience.
- **9th July 2022:** Talk\_ Event with Maki Mandela in the **ARTiglieria** space. Then open party with DJset.
- **14<sup>th</sup> July 2022:** the Guest Stars **House of Mandela**, **Hussain Harba** and **Al Nisa Design** will close the week of fashion shows, and to follow a Closing **PARTY**.

### **TFW OFF**

- 15<sup>th</sup> July 2022: Turin Fashion Week will move to ALASSIO city (Liguria Region) at the **Alassio Culture Festival** for the **TFW OFF**, with the Guest Star **Maki Madela**, where there will be institutional meetings, a talk dedicated to the theme of *Freedom*, the **SHOW** on the Alassio Pier of Guest Star **Maki Mandela** and a **Gala Dinner**.



*Villa Sassi*



\_ Villa Sassi Parades



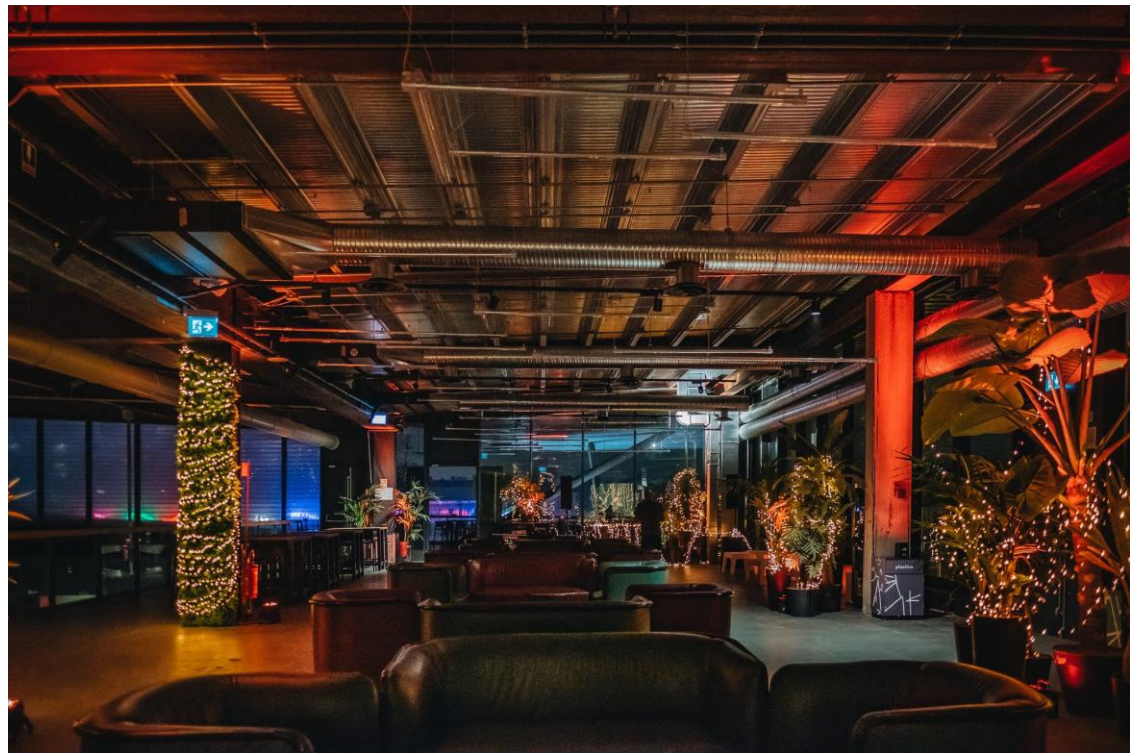


*Villa*  *Sassi*

  
**Prince**  
experience

\_ Villa Sassi closing Party





il mercato  
**CENTRALE**  
TORINO



\_ Central Market  
Masterclass with gala dinner



TFW OFF 15 th July 22

\_ City of Alassio  
Culture Festival  
gala dinner, flash mob and talks





# YOUR BUSINESS YOUR WORLD



BAIABASA: the Social Network for B2B to meet companies and develop your business without borders.



Sign up in the business sector you belong to



Fill out your profile describing your core business



Propose your projects; Request business opportunities



Connect with all members of the community



Create your store and sell your products online



Engage your contacts, update them and find new ones





GUEST TORINO FASHION WEEK 7  
MAKI MANDELA, daughter of the  
Nobel Prize for peace  
NELSON MANDELA





TORINO FASHION WEEK

# TECH FASHION WORLD



6 th \_ 14 th july 2022

For to see TFW

site

[WWW.TORINO-FASHION-WEEK.EU](http://WWW.TORINO-FASHION-WEEK.EU)

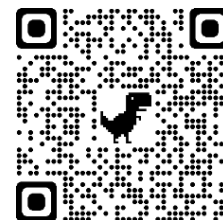
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Torino Fashion Week

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with your camera





TORINO FASHION WEEK

**TECH  
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FASHION TOWARDS FUTURE