



# MALAYSIA FASHION WEEK

## S/S 18

*'FASHION TO ART'*

18 – 22 October 2017





#throwback

2016

RM212.78 MILLION  
TRANSACTION

67%  
INCREASE

2015

RM126.52 MILLION  
TRANSACTION

40.1%  
INCREASE

2014

RM90 MILLION  
TRANSACTION



\*Visuals are for illustration purposes.

Supported by:



STYL AsiaFashionWeek



**DATUK PROFESSOR DR. JIMMY CHOO, OBE**

**HONORARY ADVISOR  
MALAYSIA FASHION WEEK  
MERCEDES-BENZ STYLQ ASIAFASHIONWEEK**



**DATUK NANCY YEOH-REISSIGER  
CHAIRMAN**

**FOUNDER, MALAYSIA FASHION WEEK & MODESTYLE  
FOUNDER, MERCEDES-BENZ STYLQ ASIAFASHIONWEEK**



**ABU BAKAR YUSOF**  
**TRADE REPRESENTATIVE**  
**LIFESTYLE DIRECTOR, MATRADE**



**BON ZAINAL**  
**MEN'S AMBASSADOR**



**Official Venue:**

**publika**

**(3 minutes from MATRADE Building)**

***“Publika is a brand synonymous with creative retail while retailing creativity;  
Publika’s F.A.T. programme is much attuned to  
Malaysia Fashion Week S/S 18 ‘ Fashion To Art’ ...”  
– Datuk Nancy Yeoh, Chairman of Malaysia Fashion Week–***



The Square  
(Hall D)



White Box  
(Hall C)



The Boulevard  
(Hall A&B)

# MALAYSIA FASHION WEEK (MFW)

S/S 18



## 4 Main Pillars:

- *Malaysia Fashion Showcase (MFS)*
- *Mercedes-Benz STYLO AsiaFashionWeek (MBSAFW)*
- *Modestyle*
- *Men's - Art and Taste*

## 5 Sub-Pillars:

- *Fashion Apparels (and Modest Wear) & Accessories (Shoes, Handbags & Fashion Accessories)*
- *Menswear*
- *Beauty & Aesthetics*
- *Art & Crafts, Textile & Interior Design*
- *Designer Food & Beverages (and Halal F&B)*

## WHO WILL BENEFIT

- Designers
- Brands
- Manufacturers
- Exporters
- Merchandisers
- Boutique Owners
- Distributors
- Agents
- Traders
- Buyers
- Trade Promotion Agencies
- Lifestyle Brands Entrepreneurs
- E-commerce Entrepreneurs
- F & B Concept Designers
- Artists - in search of a commercial platform

## VISITORS

- Shoppers
- Fashionistas
- Business Owners
- Importers
- Exporters
- Manufacturers
- Retailers
- Distributors
- Wholesalers
- Investors
- Department Stores
- Chain Stores
- Embassies
- Media
- Government Agencies
- Trade Promotion Agencies
- Trade Associations



# 5 Day Event

(Wednesday to Sunday)



## Exhibition - Hall A & B (Trade & Emporium)

Fashion, Modestyle, Beauty, Cosmetics, Aesthetics,  
Accessories, Hair, F&B

From 18 to 22 October 2017  
(Wednesday to Sunday)

## Exhibition - Hall C (Trade)

Incubation Designers, Art & Design Faculties/Invitational Designers  
& International Business Matching

From 18 to 19 October 2017  
(Wednesday to Thursday)

## Exhibition - Hall D

Weekend Outdoor Emporium  
F.I.T - Fashion (or Fashionable Food) Innovative Trucks

From 20 to 22 October 2017  
(Friday to Sunday)

## Exhibition - Hall E

Trade Fashion Showcase

From 18 to 20 October 2017  
(Wednesday to Friday)

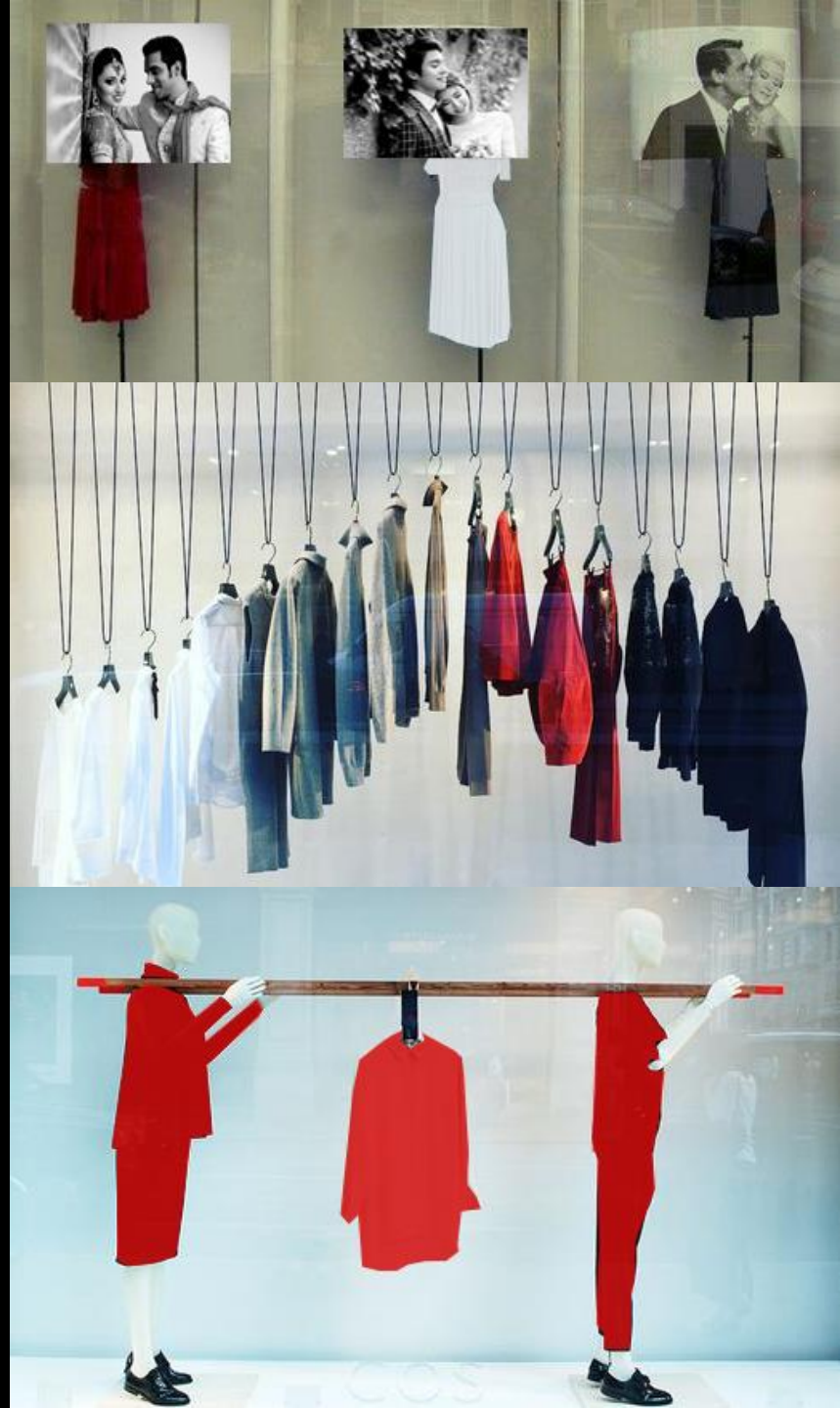
Datuk Professor Jimmy Choo, OBE Gallery  
Mercedes-Benz Automotive Gallery  
Art Showcase by Linton University College

From 18 to 22 October 2017  
(Wednesday to Sunday)



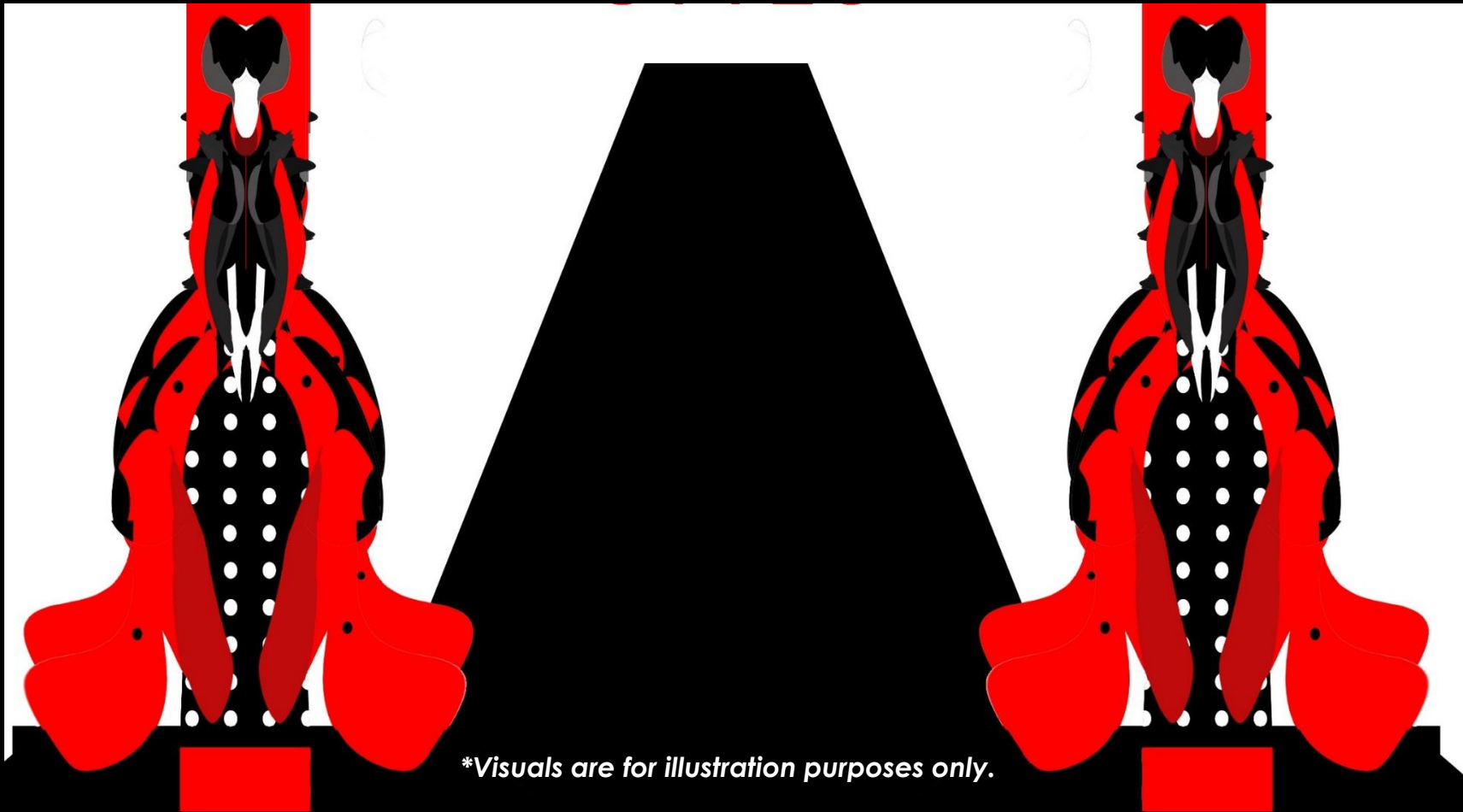
# 5 Day Programme **ART TO FASHION**

*\*Visuals are for illustration purposes only.*



# ART TO FASHION

CURATED BY  
LINTON UNIVERSITY COLLEGE





**5 Day Programme**

# **Modestyle**

**MALAYSIA, a moderate Muslim country is an international hub for Modest Fashion.**



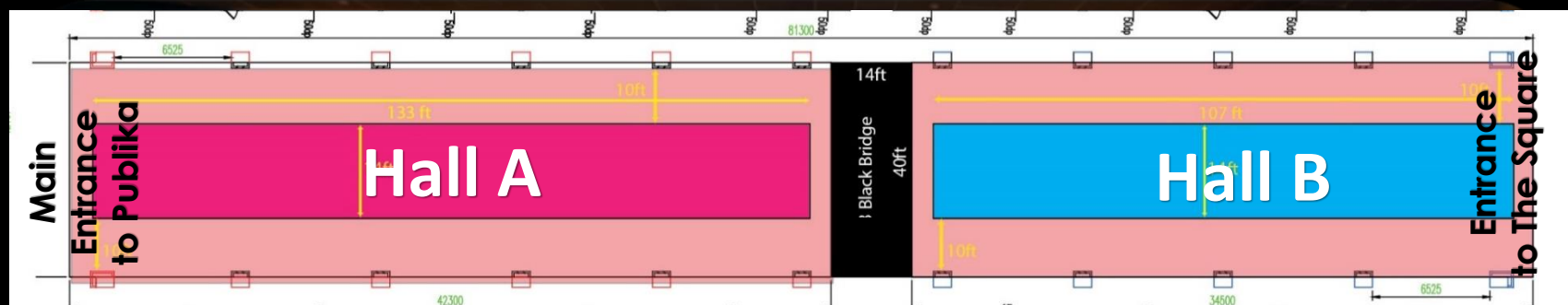
# Modestyle

MALAYSIA, is a world leader in the Halal industry.



# 5 Day Programme

## Hall A & B (The Boulevard, Ground Floor)



# Hall A (The Boulevard, Ground Floor)

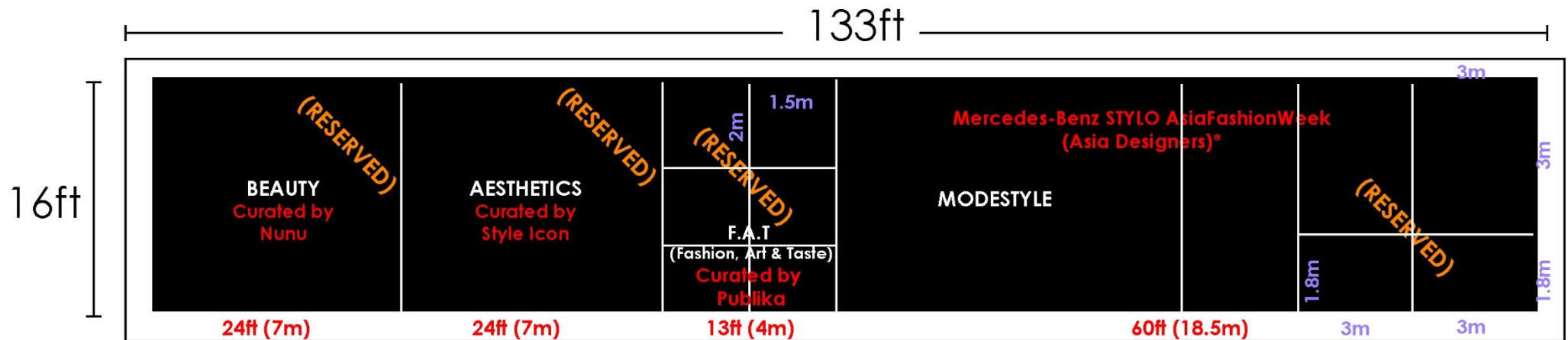
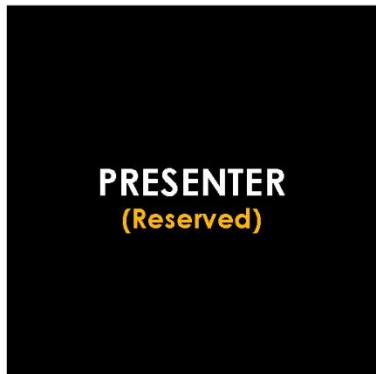
Exhibition Cluster A (Trade & Emporium) - 5 DAYS ONLY

18 Oct - 22 Oct 2017



- Beauty, Aesthetics, Asian Designers

Main  
Entrance



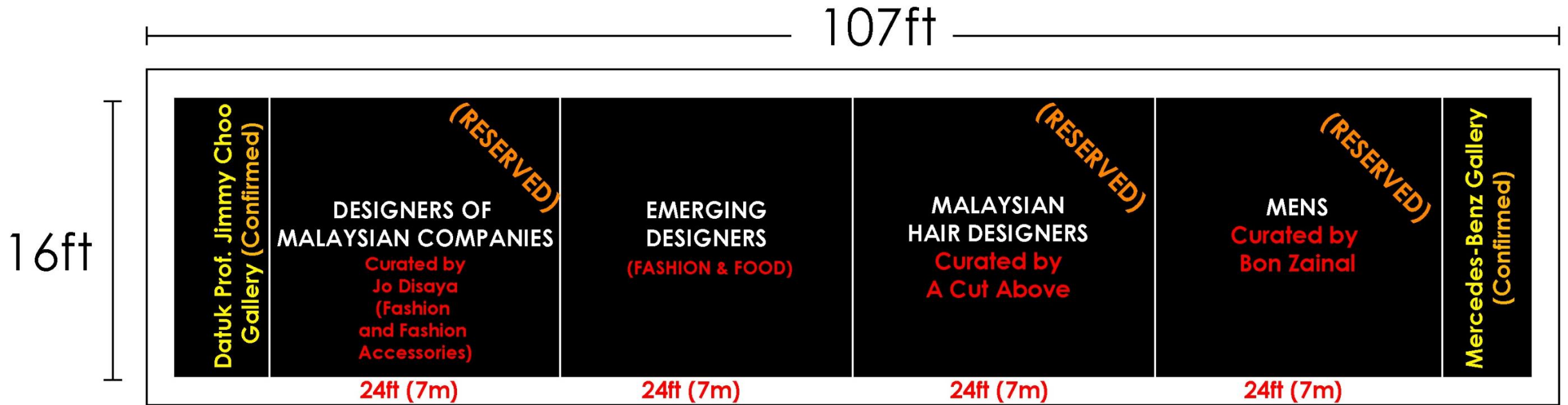
# Hall B (The Boulevard, Ground Floor)

Exhibition Cluster B (Trade & Emporium) - 5 DAYS ONLY

18 Oct - 22 Oct 2017



- International Designers, Incubation Designers, Fashion & Food, Partners



# Hall C (White Box)

Exhibition Cluster C (Trade) - 2 DAYS ONLY

18 Oct - 19 Oct 2017



- Incubation Designers
- Art & Design Faculties/ Invitational Designers
- International Business Matching



*Available spaces are to be crafted out based on the product and creativity of the exhibitor. Terms & conditions apply.*

# HALL D (THE SQUARE)

Exhibition Cluster D (Weekend Outdoor Emporium)

- 3 DAYS ONLY

20 Oct - 22 Oct 2017

- MERCEDES-BENZ AUTOMOTIVE GALLERY
- OUTDOOR EMPORIUM
- F.I.T - Fashion (or Fashionable Food) Innovative Trucks

*\*Visuals are for illustration purposes only.*



# F.I.T

## Fashion (Or Fashionable Food) Innovative Trucks



*For inquiries:  
Please refer to STYLO International*

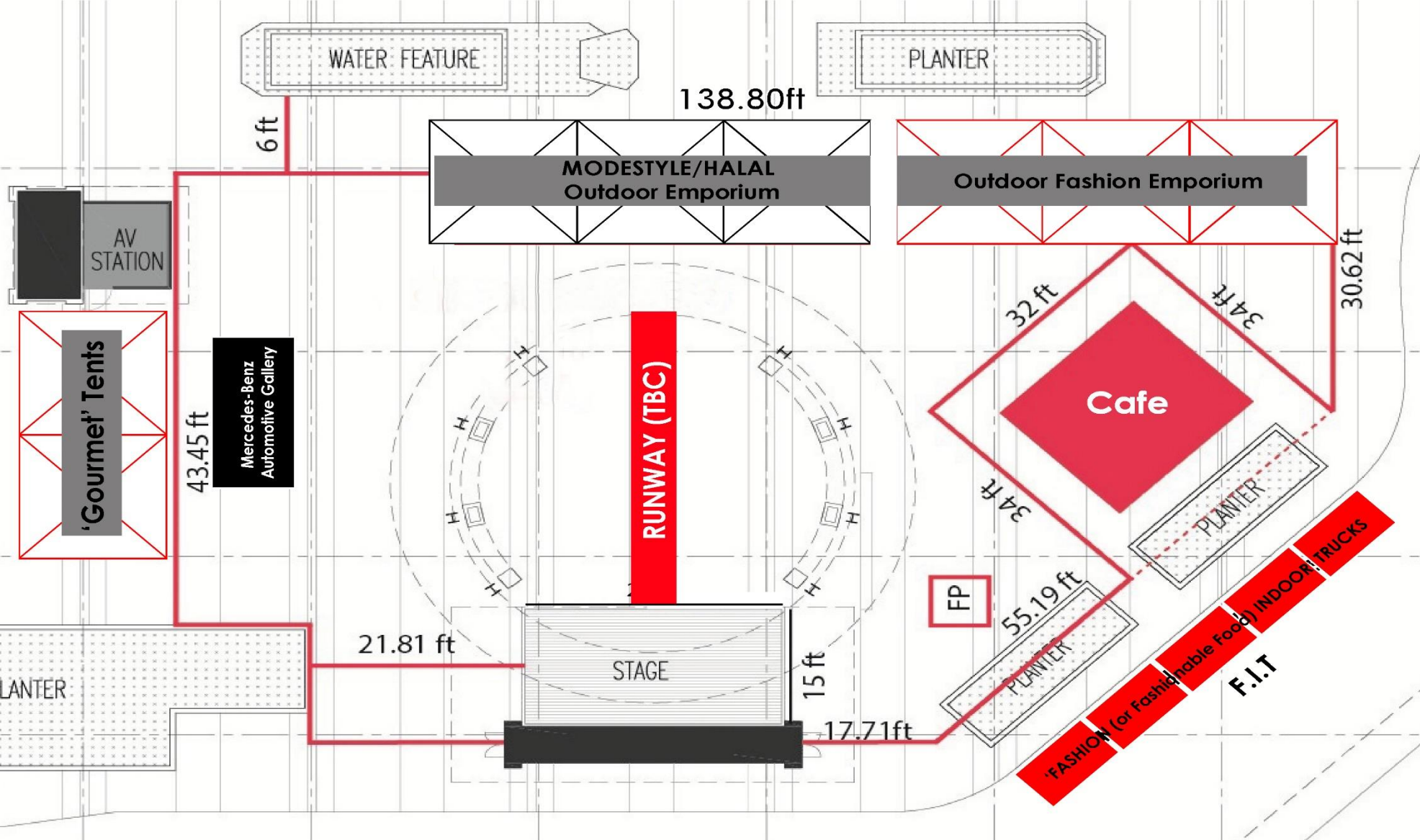
*\*Visuals are for illustration purposes only.*

# Hall D (The Square)

Exhibition Cluster D (Weekend Outdoor Emporium)

- 3 DAYS ONLY

20 Oct - 22 Oct 2017





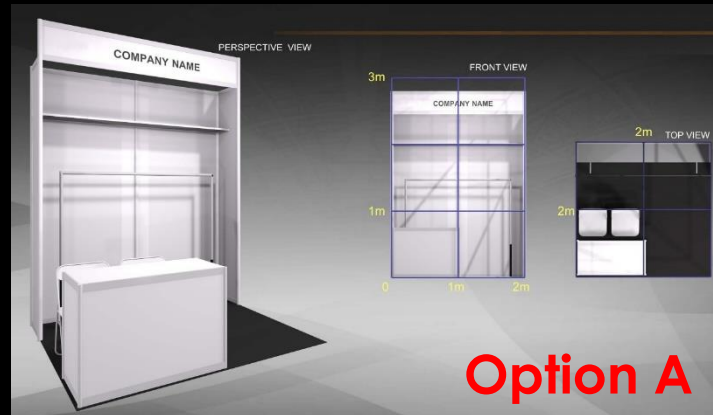
# Booth Designs Hall A, B & C

3m x 3m



1 x rack, 1 x table and 2 x chairs

2m x 2m



1 x rack, 1 x table and 2 x chairs

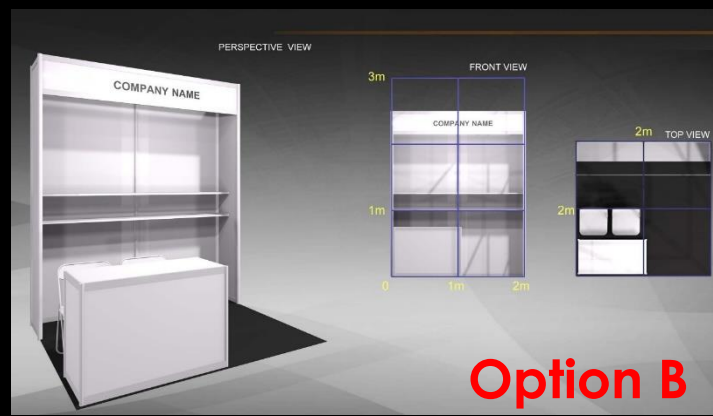
2m x 1.5m



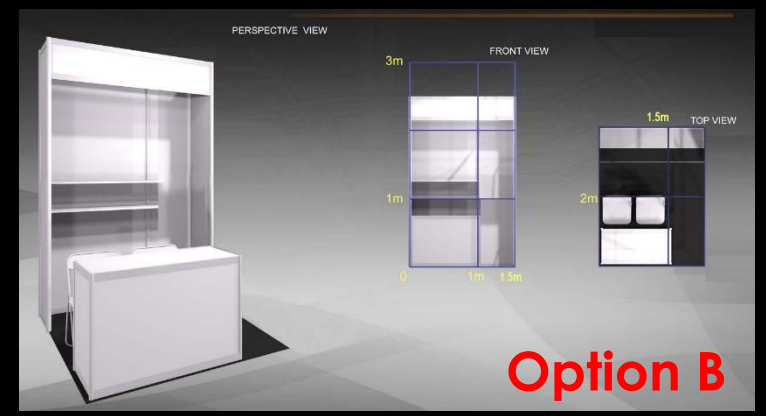
1 x rack, 1 x table and 2 x chairs



2 x shelves, 2 x chairs, 1 x table



2 x shelves, 2 x chairs, 1 x table



2 x shelves, 2 x chairs, 1 x table

*\*Availability of raw space is subjected to Organiser's discretion, if accepted a 10% discount will be given.*

# Hall A & B

## EXHIBITION BOOTH

(For Malaysian Companies/Participants)

18 Oct – 22 Oct



Booth Options	Facilities	Booth Price
<b>STANDARD SCHEME</b>		
<b>For Fashion Label &amp; Designer</b> Standard Scheme (3m x 3m   2m x 2m   2m x 1.5m)	White System Structure (3m x 3m OR 2m x 2m OR 2m x 1.5m), 1 x fascia name 1 color sticker + exhibitor name in block type cut-out, 1 x clothing rack OR 1 x shelves, 2 x chairs, 1 x table, 1 x long arm spotlight (yellow), 1 x 13amp power plug, 1 x 2m long shelving, 1 x waste paper basket, 1 x carpet	<b>RM4,950</b> / 3m x 3m Booth <b>RM2,950</b> / 2m x 2m Booth <b>RM2,750</b> / 2m x 1.5m Booth
<b>For NON Fashion Label &amp; Designer</b> Standard Scheme (3m x 3m   2m x 2m   2m x 1.5m)	White System Structure (3m x 3m OR 2m x 2m OR 2m x 1.5m), 1 x fascia name 1 color sticker + exhibitor name in block type cut-out, 1 x shelves, 2 x chairs, 1 x table, 1 x long arm spotlight (yellow), 1 x 13amp power plug, 1 x 2m long shelving, 1 x waste paper basket, 1 x carpet	<b>RM4,950</b> / 3m x 3m Booth <b>RM2,950</b> / 2m x 2m Booth <b>RM2,750</b> / 2m x 1.5m Booth

\*All booth prices are subject to 6% of Goods & Services Tax (GST)

\*Booths are assigned on "first-come-first-serve" basis

•For the purchase of more than 4 booths it will be subject to Organiser's assessment.

•Terms & conditions apply

# Hall C

## EXHIBITION BOOTH

(For Malaysian Incubation Designers)

18 Oct – 19 Oct



Booth Options	Facilities	Package Price
<b>NO STANDARD SCHEME</b>		
For Fashion Label & Designer (2m x 1.5m)	1 x rack, 1 x table and 2 x chairs	RM1,950 / 2m x 1.5m Booth & Fashion Show (Day Shows   6 Looks)

\*Participation fees are subject to 6% of Goods & Services Tax (GST)

\*The payment should be made payable to "STYLO International Sdn Bhd"

•For the purchase of more than 4 booths it will be subject to Organiser's assessment.

### To participate at the Fashion Showcase SPRING/SUMMER 2018

\*Must have produced a collection for at least 1 season

\*Must submit look book for Spring/Summer 2017 collection with your application

\*All applications to participate in the fashion showcase is subject to approval from the Organisers

\*All shows are joint showcases

\* Above pricing is strictly for Incubation Designers. Subject to Organiser's digression.

\* Terms & conditions apply.

# Hall D – Weekend Outdoor Emporium

## EXHIBITION BOOTH

20 Oct – 22 Oct



Tent Options	Facilities	Package Price
<b>NO STANDARD SCHEME</b>		
<b>Tent For:</b> - Fashion - Accessories - Arts & Crafts - Food & Beverages - F.I.T. Fashion (Or Fashionable Food) Innovative Trucks	1 x rack, 1 x table and 2 x chairs	<b>RM1,200/ Tent Booth</b>

*\*Participation fees are subject to 6% of Goods & Services Tax (GST)*

*\*The payment should be made payable to "STYLO International Sdn Bhd"*

*For the purchase of more than 4 booths it will be subject to Organiser's assessment.*

# Hall E

## TRADE FASHION SHOWCASE

(For Malaysian Companies/Fashion Designers)

18 OCT – 20 OCT



### Trade Fashion Showcase – Special Package

- Designers booking Exhibition Booth & Fashion Show will be entitled to a 10% Discount

Participants	Fashion Show Participation Fees
Malaysian Designers Day Shows   8 looks Evening Shows   12 looks	RM2,500 RM4,500

*\*Participation fees are subject to 6% of Goods & Services Tax (GST)*

*\*The payment should be made payable to "STYLO International Sdn Bhd"*

*\*\*Foreign currencies are subject to rate of exchange ruling at the time of transaction*

#### To participate at the Fashion Showcase SPRING/SUMMER 2018

\*Must have produced a collection for at least 1 season

\*Must submit look book for Spring/Summer 2017 collection with your application

\*All applications to participate in the fashion showcase is subject to approval from the Organisers

•All shows are joint showcases.

• Terms & conditions apply.

# Hall E

## TRADE FASHION SHOWCASE – 3 DAYS ONLY

18 Oct – 20 Oct 2017

### Trade Fashion Showcase:-

#### Day Shows

11.30am - 12.45pm

1.00pm - 2.15pm

3.30pm - 4.45pm

5.00pm - 6.15pm

#### Evening Show

7.00pm - 8.15pm

8.30pm - 9.45pm

Timing of all slots will be determined by the Council and the Organisers.

The determining factors will be based on the collection of the showcase and the concept of the show.

The closing date of application is:

**22 September 2017**

*(Organisers will inform participants of their show slots by 25 September 2017)*

Please note that if any collection is deemed inappropriate (or 'not ready') to be showcased on the Malaysia Fashion Week runway, the Organisers reserve the right to cancel the slots accordingly and to refund the booking/reservation fee in full.

Please note that MFW is a trade showcase. Applicants are to apply for show slots only if ready for trade:-

B2B (fashion business to business) B2C (business to consumer 'on a see now, buy now basis') or relevant E-commerce fashion platform.

Those requiring solo shows slots please enquire via our Producer, Jo Disaya at [jodisaya\\_t@hotmail.com](mailto:jodisaya_t@hotmail.com)

# INTERNATIONAL PARTICIPANTS

18 Oct – 22 Oct

Hall A, B, C, D & E



Booth Options	Facilities	Package Price
<b>STANDARD SCHEME</b>		
<p><b>For Fashion Label &amp; Designer &amp; NON Fashion Label</b> (fashion shows not included for non fashion labels)</p> <p>Standard Scheme (3m x 3m)</p>	<p>White System Structure (3m x 3m), 1 x fascia name 1 color sticker + exhibitor name in block type cut-out, 1 x clothing rack OR 1 x shelve, 2 x chairs, 1 x table, 1 x long arm spotlight (yellow), 1 x 13amp power plug, 1 x 2m long shelving, 1 x waste paper basket, 1 x carpet</p>	<p><b>**USD2,450 / 3m x 3m Booth only</b></p> <p><b>**USD2,950 / 3m x 3m Booth &amp; Fashion Show</b> (Day Shows   8 Looks)</p> <p><b>**USD3,450 / 3m x 3m Booth &amp; Fashion Show</b> (Night Shows   12 Looks)</p>
<p><b>Standard Scheme</b> (2m x 2m)</p>	<p>White System Structure (2m x 2m), 1 x fascia name 1 color sticker + exhibitor name in block type cut-out, 1 x clothing rack OR 1 x shelve, 2 x chairs, 1 x table, 1 x long arm spotlight (yellow), 1 x 13amp power plug, 1 x 2m long shelving, 1 x waste paper basket, 1 x carpet</p>	<p><b>**USD1,750 / 2m x 2m Booth only</b></p> <p><b>**USD2,350 / 2m x 2m Booth &amp; Fashion Show</b> (Day Shows   8 Looks)</p> <p><b>**USD2,750 / 2m x 2m Booth &amp; Fashion Show</b> (Night Shows   12 Looks)</p>

\*Participation fees are subject to 6% of Goods & Services Tax (GST)

\*The payment should be made payable to "STYLO International Sdn Bhd"

\*\*Foreign currencies are subject to rate of exchange ruling at the time of transaction

\* For the purchase of more than 4 booths it will be subject to Organiser's assessment. Terms & conditions apply.

## Terms & Conditions

- 1) Confirmation of Reservation of booth/s upon payment to STYLO International or the appointed Fashion Agents. Upon payment, exhibitors are required to email proof of payment immediately to the MFW Secretariat.
- 2) For the purchase of more than 4 booths will be subjected to the Organiser's assessment.
- 3) All Malaysian applications to participate in the fashion showcase is subject to approval from the Malaysia Fashion Week Council and all International applicants from Mercedes-Benz STYLO AsiaFashionWeek Council.
- 4) Payment deadline **IN FULL** is strictly on **29 Sept 2017, 5pm** whereby Organiser's reserve the rights to cancel the booking.



In celebration of  
Malaysia Day at Malaysia Fashion Week,  
**SIGN UP NOW** to qualify for a 5% rebate  
before 16 September 2017.

Registration will be opened by this Wednesday,  
17 August 2017



**THANK YOU**

**CONTACT US FOR MORE INFORMATION:**

**STYLO INTERNATIONAL**

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59100 Kuala Lumpur, Malaysia.**

**Contact : +603 – 2282 2333**

**Email: [info@malaysiafashionweek.my](mailto:info@malaysiafashionweek.my)**

**[www.malaysiafashionweek.my](http://www.malaysiafashionweek.my)**