



Her Majesty's Royal Palace and Fortress of the **Tower of London**

17 September 2016

Design Enterprise

Event

- ❖ **Royal Fashion Day** is held in February and September each year.
- ❖ Our September Event coincides with London Fashion Week and is one of the most important and influential independent fashion events.
- ❖ **Royal Fashion Day** attracts major buyers, international media coverage (including Fashion TV), celebrities, VIPs and dedicated-followers-of-fashion.

Venue

Royal Fashion Day has been granted the privilege and honour of hosting our September 2016 Event at **Her Majesty's Royal Palace and Fortress of the Tower of London.**

The Tower of London was founded by William the Conqueror in 1066 and has been pivotal in the history of the British Monarchy.

The Tower has served variously as the official state records office, a treasury, armoury and menagerie, Royal Mint and Protector of the Crown Jewels.



Catwalk

The Catwalk will take place in the Grand Suite of the **New Armouries**, which is a large and elegant building completed in 1663 under the reign of King Charles II.

Many prominent fashion buyers, commentators, consumers and celebrities/VIPs have attended our previous Royal Fashion Days and, given the iconic and unique location of this year's event, fashion industry interest and extensive media coverage is most certainly assured.



Exhibition

The **Design Enterprise & Sponsor Exhibition** takes place in the **Royal Regiment of Fusiliers**.

Interspersed throughout the day's events, the Exhibition will be attended by notable buyers, fashion bloggers, press and media, celebrities and VIPs.

The Exhibition is a focused and tailor-made opportunity for our designers to showcase their talent and wares, and to secure direct merchandising opportunities.



Crown Jewels

For our designers, sponsors, celebrities and VIPs, **Royal Fashion Day** includes a private and exclusive tour of the **Crown Jewels of the United Kingdom**.

The Crown Jewels are a collection of 141 historic ceremonial objects, comprising coronation regalia and vestments, crowns, sceptres, orbs, swords and other priceless artefacts.

Far more than gold and precious stones, the Crown Jewels are a potent symbol of 800 years of the British Monarchy.



Audience



Fashion and luxury market leaders, buyers and opinion makers, comprising:

- ❖ major fashion buyers;
- ❖ fashion writers, models and photographers;
- ❖ international media outlets; and
- ❖ VIPs and celebrities from sport, music and movies.

Past Events

The Fast and Fashionable, Sept. 2014, [Press Club](#)

- ❖ 6 Catwalk Designers (Including Valentino)
- ❖ 700 attendees
- ❖ 100 international buyers and media outlets
- ❖ VIPs and celebrities included Miley Cyrus, SugarBabes, Pixie Lott & Lauren Pope

[Official Video](#) – [BBC Dubai Coverage](#) – [Photos](#)



Past Events

The Royal Fashion Day, Feb. & Sep. 2015, [Middle Temple Hall](#)

- ❖ 8 Catwalk Designers (including Lamborghini)
- ❖ 800 attendees
- ❖ 150 international buyers and media outlets
- ❖ VIPs and celebrities included HRH The Duchess of Cambridge, Keith Richards, Tom Cruise & One Direction

[Official Video 1](#) – [Official Video 2](#) – [Photos 1](#) – [Photos 2](#)



Design Enterprise



The ethos of **Royal Fashion Day** is to foster multi-level, multi-faceted business networking & PR opportunities for Design Enterprises covering a wide range of activities and markets, including:

- ❖ Full visibility to Fashion TV, other international media outlets and a fashion-conscious audience, providing the ideal platform to showcase their brands and products;
- ❖ Domestic and international luxury design brands seeking to launch or enhance their enterprise opportunities and PR profile in the UK and overseas;

Design Enterprise



- ❖ Designers, manufactures and distributors of luxury products, including apparel and clothing, jewellery and accessories, time-pieces, furniture, interior design, automobiles, yachts and private jets; and
- ❖ **Royal Fashion Day** promotion and marketing materials will include key details and information on our Design Enterprises and Sponsors.

Event Promotion

Social Media

Online social media campaigns promoting Royal Fashion Day



Email Marketing

Email marketing campaign promoting Royal Fashion Day, targeted fashion industry audience of more than 100,000

Flyers

Printed and online flyers with the Royal Fashion Day info.

Promoters

Professional promoters will be recruited to identify and invite new and upcoming designers, commentators and fashionistas

Blogs & Media

Fashion bloggers & media promoting the Royal Fashion Day

VIP & Celebrity Invites

Personal invitations to prominent VIPs, celebrities and fashionistas

Enterprise Options



Catwalk & Exhibition

Exhibition

Catwalk

Future RFD Projects



- ❖ Providing scholarships to fashion students in UK and abroad.
- ❖ Extending Royal Fashion Day for the full duration of London Fashion Week.
- ❖ Taking Royal Fashion Day overseas to the New York, Paris, Milan, India and Dubai Fashion Weeks

RFD Team & Partners

Mr. Franco Carta

Founder, Royal Fashion Day
Director, Holding-London Ltd

Mr. Tejinder S. Mahil

Director & Chief Legal Counsel
Holding-London Ltd

Mr. Biju Ramakrishnan

Director & Head of Business Development
Holding-London Ltd

**Ms. Lara Accison (UK Head of Fashion TV)
& Ms. Aqsa Khan**

Production Consultants
Royal Fashion Day

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