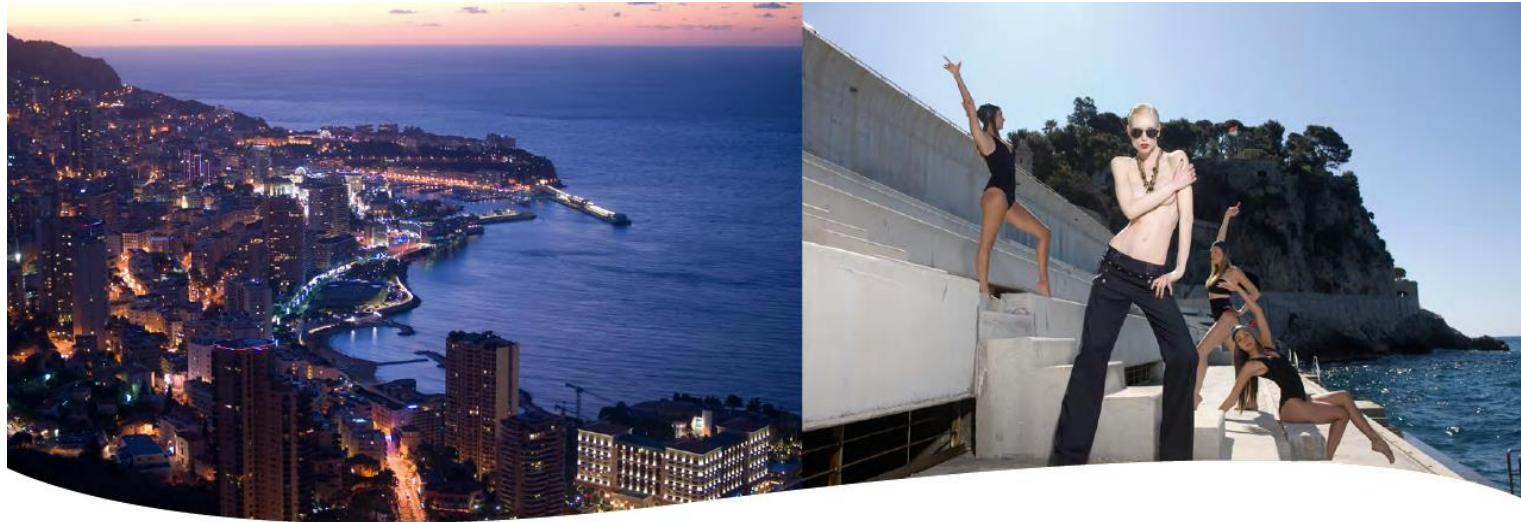


CM
MM



CHAMBRE
MONÉGASQUE
DE LA MODE

ROLE & MISSION



Founded in 2009, the Chambre Monégasque de la Mode (Monaco Fashion Chamber) has a dual purpose:

1. To position the Principality of Monaco as an important player and professional platform in the fashion world becoming an international “rendez-vous” for designers coming from all over the world;
1. To federate and promote Monegasque brands, among them Banana Moon, Beach & Cashmere Monaco, Carlo Ramello, Coast Society, Elizabeth Wessel, Façonnable, Leslie Monte-Carlo, Livia, Pantone Colorwear, Stardust Monte-Carlo

STRATEGY

In order to pursue its mission the Chambre Monégasque de la Mode works around 3 main axis:

1. Chambre Monégasque de la Mode (CMM) supported by the Government of the Principality, the City Hall, the Tourist Office and SBM Monte-Carlo, organize since 3 years Monte-Carlo Fashion Week (MCFW), offering to Monegasque brands and international designers a platform of International visibility, with a 360° communication, offering a rich and interesting program of fashion conferences, catwalks and events;
2. Chambre Monégasque de la Mode (CMM) persists its international strategy in the development of strong international collaborations and partnerships with important events and Fashion Chambers in other countries to promote the fashion and creative image of Monaco;
3. The long-term projects of Chambre Monégasque de la Mode include education and training for designers in order to develop Monaco's reputation as an international design center and to promote promising designer labels supported by exchanges with international school of fashion and design;

Chambre Monégasque de la Mode believes that the Principality of Monaco represents an ideal place to operate thanks to its central location and proximity with the main European fashion hubs Italy and France, to its efficient administration, stability, the quality of socio-economic environment and proximity to all European Capitals.

MONTE-CARLO FASHION WEEK (MCFW)

- MCFW is today the main fashion event taking place in Monaco;
- VIP guests, the international fashion community, press and buyers assisted to exclusive designer runway shows that presented the latest summer collections, consumer exhibitions and fashion showrooms for a full experience of Fashion, Style and Luxury in the Principality;
- MCFW 2015 took place in the exclusive location of the Oceanographic Museum with the presentation of SS 2016 Collections for Monegasques designers as well as international designers;
- The Event celebrated the “2015 Russian Year” and Russians designers have been promoted and honoured;
- Conferences with influent speakers from Italy, France and the UK were organize to support the fashion week as a business and cultural event;
- The 2015 Edition of MCFW Awards went to Igor Chapurin (Year of Russia Award), Versace (International Award) and Mario Boselli (Professional Career Award);



PARTICIPATING BRANDS AT PAST EDITIONS

- AGUA BENDITA – AINUR TURISBEK – ALBANU – ALBERTO ADONAI – ANTON GIULIO GRANDE – AZHAR – BANANA MOON BEACH & CASHMERE MONACO – BEATRICE B – BELIZA – BELLA POTEKINA – BYE BYE – CARLO RAMELLO – CHAPURIN CROKY – DASHA STRAVINSKY – EE GALLERY WITH DIDIMARA AND MARCOS MARIN – ELIZABETH WESSEL – ELSIE ROSE MONACO – EMAMO – EV NEO FASHION BY ELEONORA VALLONE – EWELYA – FORMS STUDIO – FRANCA RICCI GLOBAL BABE – GRAZIANO AMADORI COUTURE – GRINKO HAVENEY – IVARSON MONTE-CARLO – IYA YOTS – JOAO ROLO JOELLE FLORA – JOSEPHINE BONAIR – KIRILL OVCHINNIKOV LALI – LEGENDS – LESLIE MONTE-CARLO – LILA MORENCY LIRAI – LIVIA – LM DESIGN DE LAURE MANAUDOU – LSONGE MA.LESI MONTE-CARLO – MASHA Tsigal – MAURO GASPERI MILA YURAKOVA – MINEO MARE – MISS BIKINI LUXE MONICA VIGNOLINI COLLECTION – MY JEMMA – MYRNA NAIRA KHACHATRYAN – NINA MORENA – PAIN DE SUCRE PANTONE COLORWEAR – PARAH – PATRICIA ALKARY – PIN UP STARS – PLUMA ITALIA – PRESIDENT 1906 – RAZGULYAEV BLAGONRAVOVA – SAMANTHA DE REVIZIIS – SERGEY EFREMOV – SHARK IN LOVE – SANTORO – STARDUST MONTE-CARLO – TITTA BY OLGA HOLMOVA – VANDA CATUCCI – VERY VICTORIA SILVSTEDT – VERONICA BETTINI MOOD – ZULFYA SULTON



CHAMBRE
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INTERNATIONAL PRESS COVERAGE

CORRIERE DELLA SERA
ELLE
FASHIONARY ZONE
FASHION CHANNEL
FASHION COLLECTION
FASHION MAG
FASHION MAGAZINE
FASHION TIMES
FASHION TV
FEMME ACTUELLE
GOSSIP CHIC
LEI CHIC
LE JOURNAL DU TEXTILE
LE PARISIEN
LES HAUTS DE LA MODE
LIFE IN RIVIERA
LINEA INTIMA
LINGERIE TIMES
MARIE CLAIRE
MF MILANO FINANZA
MODAONLINE
MONACO REPORTER
MONTECARLOIN
MONTECARLO NEWS

MONACO BUSINESS NEWS
MONACO CHANNEL
MONACO HEBDO
MONACO IMPRESE
MONACO MADAME
MONACO MATIN
MONTE CARLO SOCIETY
NICE MATIN
PEOPLE INSIDE
PONENTE OGGI
PRÊT A BLOGUER
RADIO MONACO
RIVIERA TIMES
RMC
ROYAL MONACO
RUS MONACO
SETTE
STYLE NEVERS DIES
STYLEZZA
TG COM 24
THE RIVIERA WOMAN
MONACO CHANNEL
MONACO HEBDO
VOGUE



CHAMBRE
MONÉGASQUE
DE LA
MODE

MONTE-CARLO FASHION WEEK 2016 OBJECTIVES

The CMM has important ambitions for the next MCFW edition with the following priorities:

1. Double the number of runway shows bringing with more international designers;
2. Extend MCFW to the men category;
3. Enhance international communication thanks to the support of a dedicated Press Office based in Milan;
4. Bring more celebrities and influencers to enhance the global exposure of the event;
5. Organize collateral social events with international and local partners;

MONTE-CARLO FASHION WEEK 2016 CATEGORIES

THE FOLLOWING CATEGORIES FOR SS2017 ARE ELIGIBLE FOR PARTICIPATION:

WOMEN SWIMWEAR & RESORTWEAR

MEN SWIMWEAR & RESORTWEAR

WOMEN PRET-A-PORTER PRE-COLLECTIONS

MEN COLLECTIONS

ACCESSORIES

MONTE-CARLO FASHION WEEK 2016 PROGRAM

The MCFW 2016 edition will take place from June 16th to 18th:

June 16th: Fashion conferences

June 17th: Fashion shows

June 18th: Fashion shows

Location: Musee Oceanographique de Monaco

Collateral events and gala dinner will be confirmed later on

Contacts

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