

BUSINESS
FINLAND



FASHION CHECK-IN

- THE EXCLUSIVE LIFESTYLE, FASHION & BEAUTY EVENT

PARTNER COUNTRY FINLAND



MARCH 7th 2025

Hotel Le Méridien, Vienna, Austria





FASHION CHECK-IN EVENT - VIENNA

- 1-day exhibition and selling event organized annually since 2012 by
 - [Flashed Events & Marketing GmbH](#)
 - [Ms. Liliana Klein](#)
- Venue - centrally located luxury hotel in Vienna
 - [Hotel Le Méridien](#)
- The whole 8th floor of the hotel is transformed into a boutique floor
 - 20 hotel rooms with brands presenting their products
- The show area
 - Fashion shows
 - Expert talks
 - Special guest appearances
- Schedule
 - 16:00 Own b-2-b contacts
 - 17:00 Event Start
 - 21:00 Fashion Show with live Acts
 - 00:00 Event Closing
- Fotos/videos from past events [Fashion Check-in](#)

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COMPANIES & AUDIENCE - VIENNA

EXHIBITING COMPANIES

- Austrian and Finnish **lifestyle, fashion, beauty** and **travel** companies
 - Examples of 2025 participants: Impibag, CALEO Cashmere, Lillet, Kaufhaus GERNGROSS, MAC Cosmetics
 - Examples from previous years: Canon Austria, Robinson Club, Kaufhaus GERNGROSS, Lillet, Impibag, Fabrini, Philipp Martins, Ringana, Lodenfrey, Kurzurlaub.at, KARE

AUDIENCE

- Austrian fashion & lifestyle interested audience
- No entrance fee
- Approx. 800-1000 visitors, mainly consumers
- Media visibility via event's media partners
- Possibility to invite own b-2-b contacts to brand's own hotel room 1 hour before the official event start



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PARTICIPATION FEE

- The Finnish participation is limited to 10 rooms
- The room can be shared with another company
- Exhibiting/selling of own products is limited to one furnished hotel room
- The fashion show / live act participation is optional for suitable products

- Participation fee: € 1000 / room
 - Including an overnight stay in the hotel room

- The fee will be invoiced by Business Finland before the event.
- The fee covers the program and local arrangements.
- Travel expenses, other than the hotel room, will be at the participants' own charge.

BUSINESS FINLAND

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