



# 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 8<sup>th</sup> 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 <u>Fashion Check-in</u>

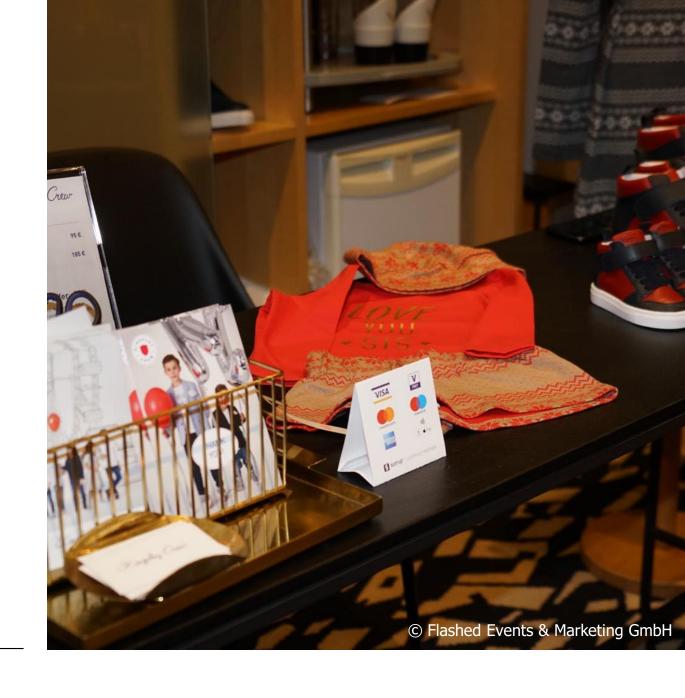
## **COMPANIES & AUDIENCE**- VIENNA

#### **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





### **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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