



INTERNATIONALIZATION OF HOME BRANDS

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#GROWINMOLDOVA

SFW 19

STRASBOURG
FASHION
WEEK

PROMOTING EUROPEAN
FASHION DESIGNERS IN
FRANCE

*Speaker : Alice DUCOTEY
Founder of the Event*



ALICE DUCOTEY

President - **@idealice_agency**

Strategic Communication Agency

President - **@agence_smodels**

Modeling Agency

Founder - **@strasbourg_fashion_week**

Fashion event

Founder - **@roze_strasbourg**

Jewelry brand

Elected member - Chamber of Commerce and
Industry Strasbourg

STRASBOURG FASHION WEEK

Founded in 2011

Biggest event dedicated to
international fashion in Great
East, France

Second biggest fashion event
in France after Paris Fashion
Week

Supported by the city and
European institutions



STRASBOURG FASHION WEEK

Promote
European
Fashion
designers on
the French
market

Help develop
creative
industry and
European
brands

GOALS

02 The event.

FIGURES

STRASBOURG FASHION WEEK

7 EDITIONS

39 200
PARTICIPANTS
since 2012

13
COUNTRIES
REPRESENTED

75
DESIGNERS

245

PARTNERS

The event.
02

STRASBOURG FASHION WEEK [∞]₁

28 DESIGNERS

12 ARTISTS

3200 PARTICIPANTS

30 PARTNERS

Republic of Moldova -
invited country of 2018

Opening of a concept store
in one of the most
prestigious fashion stores
in France

03 **FOCUS.**

Concept store

04



DIRECT CONTACT
WITH CUSTOMERS

UNIQUE
OPPORTUNITY

VISIBILITY

LEGITIMACY

2 EDITIONS
SO FAR

23 EXPONENTS - 5
MOLDOVAN DESIGNERS

40 000 € TURNOVER IN 2 MONTHS

04

concept store.

CONDITIONS OF APPLICATION

FLEXIBILITY AND ADAPTABILITY

VIVID COMMUNICATION ON SOCIAL
NETWORKS

BEFITTING FRENCH MARKET

PRODUCTION CAPACITY

QUALITY

EUROPEAN STANDARD CORRESPONDING
SIZING

CONDITIONS OF PARTICIPATION

1 500€(HT)* /MONTH :
THIS PRICE INCLUDES
:IMPLEMENTATION, SALESFORCE
AND ALL THE ACTIONS OF
COMMUNICATION SET UP TO
PROMOTE THE BRAND

30% COMMISSION ON THE SALES
FOR PRINTEMPS STRASBOURG

*without taxes

04 Concept store

THANK YOU

JOIN US



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/StrasbourgFashionWeek

