



SUPERTALENT

SEOUL FASHION WEEK

29-30 NOVEMBER 2021

**SPRING
SUMMER 2022**

DESIGNER DECK - S/S 2022

STFW PACKAGE



The official STFW Venue

Welcome to 'Dream, Design, and
Play' **Dongdaemun Design Plaza**

DDP

DDP is where design trends begin and cultures are exchanged. It is a venue that introduces new products and fashion trends, shares knowledge through global exhibitions, and provides various design experiences. Through these activities, DDP will serve as a hub of the design industry in Asia and further in the world.



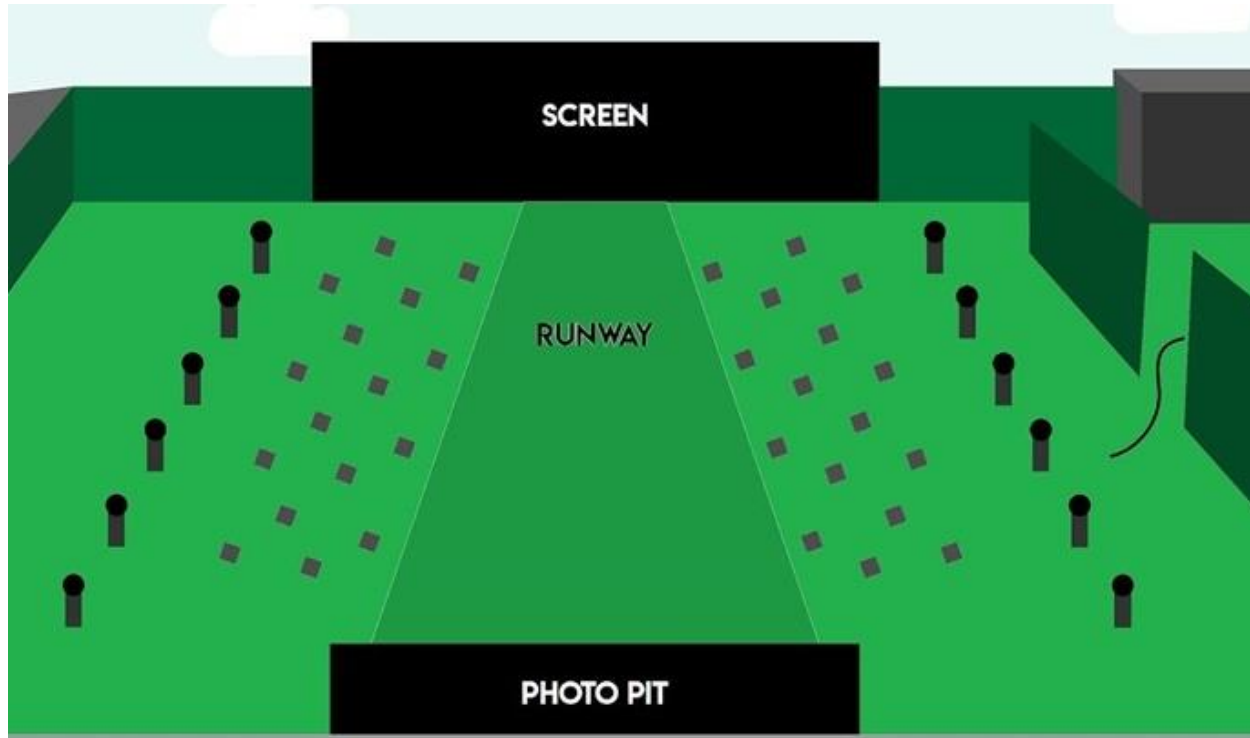
SEOUL DDP 29-30 NOV., 2021



The official STFW Venue

ARTHALL: 2,992 sqm

PLAN



SEOUL DDP 29-30 NOV., 2021





SUPERTALENT
FASHIONWEEK

BRONZE PACKAGE

12 Looks \$3,000 USD + 10% Tax

VENUE

We take care of all in the physical space

Technical and logistical support

- Stage, lighting, and sound
- Super Runway
- Main LED screen 12'x16'
- Superior rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed · 2 Dressers · Show choreographer

BACKSTAGE EQUIPMENT

- 2 Racks · Steamers · Hangers

MODEL MANAGEMENT

- Up to 12 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

LIVE STREAM

- Direct live stream link
- Generated QR code
- Show lives streamed on at least 3 platforms

Marketing Opportunities

- Exposure to VIPs/Distributors/Media
- Designer Listing, logo and URL on STFW website
- Designer Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 1 agency total

SOCIAL MEDIA

Social Media Marketing up to 12 Models



ADD-ONS

DESIGNER SHOWROOM PACKAGE

\$800 USD + 10% Tax

Exclusive to SFW Designers to showcase your samples in an intimate show room setting

- 2 consecutive days in STFW designer showroom.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on STFW Website



SUPERTALENT
FASHIONWEEK

SILVER PACKAGE

16 - 20 Looks \$5,000 USD + 10% Tax

VENUE

We take care of all in the physical space

Technical and logistical support

- Stage, lighting, and sound
- Super Runway
- Main LED screen
- Superior rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed · 5 Dressers · Show choreographer

BACKSTAGE EQUIPMENT

- 3 Racks · Steamers · Hangers

MODEL MANAGEMENT

- Up to 16 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

VIP TRAVEL

- 4 days, 3 nights Hotel (4.5 Stars)
- Car service with staff pickup from airport to hotel
- Car service from hotel to venue on show date

LIVE STREAM

- Direct live stream link
- Generated QR code
- Show lives streamed on at least 3 platforms

Marketing Opportunities

- Exposure to VIPs/Distributors/Media
- Designer Listing, logo and URL on STFW website
- Designer Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 1 agency total
- Individual press outreach across Korea and city/country of choice (Please ask for details)
- Edited Runway photos & Edited Runway Video

SOCIAL MEDIA

Social Media Marketing up to 16 Models



ADD-ONS

DESIGNER SHOWROOM PACKAGE

\$800 USD + 10% Tax

Exclusive to STFW Designers to showcase your samples in an intimate show room setting

- 2 consecutive days in STFW designer showroom.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on STFW Website



SUPERTALENT
FASHIONWEEK

GOLD PACKAGE

18 - 24 Looks \$7,500 USD + 10% Tax

VENUE

We take care of all in the physical space

Technical and logistical support

- Stage, lighting, and sound
- Super Runway
- Main LED screen
- Superior rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed · 5 Dressers · Show choreographer

BACKSTAGE EQUIPMENT

- 3 Racks · Steamers · Hangers

MODEL MANAGEMENT

- Up to 20 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

VIP TRAVEL

- 4 days, 3 nights Hotel (4.5 Stars)
- Car service with staff pickup from airport to hotel
- Car service from hotel to venue on show date

LIVE STREAM

- Direct live stream link
- Generated QR code
- Show lives streamed on at least 3 platforms

Marketing Opportunities

- Exposure to VIPs/Distributors/Media
- Designer Listing, logo and URL on STFW website
- Designer Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 3 agencies total
- Individual press outreach across Korea and city/country of choice (Please ask for details)
- Edited Runway photos & Edited Runway Video

SOCIAL MEDIA

Social Media Marketing up to 16 Models



ADD-ONS

DESIGNER SHOWROOM PACKAGE

\$800 USD + 10% Tax

Exclusive to STFW Designers to showcase your samples in an intimate show room setting

- 2 consecutive days in STFW designer showroom.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on STFW Website



SUPERTALENT
FASHIONWEEK

PLATINUM PACKAGE

36 Looks \$10,000 USD + 10% Tax

Exclusive Showtime: during peak hours

VENUE

We take care of all in the physical space

Technical and logistical support

- Stage, lighting, and sound
- Super Runway
- Main LED screen
- Superior rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed · 5 Dressers · Show choreographer

BACKSTAGE EQUIPMENT

- 3 Racks · Steamers · Hangers

MODEL MANAGEMENT

- Up to 30 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

VIP TRAVEL

- 4 days, 3 nights Hotel (4.5 Stars)
- Car service with staff pickup from airport to hotel
- Car service from hotel to venue on show date

LIVE STREAM

- Direct live stream link · Generated QR code
- Show lives streamed on at least 3 platforms

Marketing Opportunities

- Exposure to VIPs/Distributors/Media
- Designer Listing, logo and URL on STFW website
- Designer Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 4 agencies total
- Individual press outreach across Korea and city/country of choice (Please ask for details)
- 1 local PR agency focusing on brand promotion
- Edited Runway photos & Edited Runway Video

SOCIAL MEDIA

Social Media Marketing up to 30 Models



ADD-ONS

DESIGNER SHOWROOM PACKAGE

\$800 USD + 10% Tax

Exclusive to SFW Designers to showcase your samples in an intimate show room setting

- 2 consecutive days in STFW designer showroom.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on STFW Website



SUPERTALENT
FASHIONWEEK

DIAMOND PACKAGE

42 Looks \$15,000 USD + 10% Tax

Exclusive showtime: Choose opening or closing

VENUE

We take care of all in the physical space

Technical and logistical support

- Stage, lighting, and sound
- Super Runway
- Main LED screen
- Superior rows of tiered seating
- Fitting coordination
- Rehearsal coordination
- Choreography

BACKSTAGE MANAGEMENT

- Fully staffed · 5 Dressers · choreographer

BACKSTAGE EQUIPMENT

- 3 Racks · Steamers · Hangers

MODEL MANAGEMENT

- Up to 35 Models
- Shoes (images available upon request)
- Professional Hair Stylists
- Professional Makeup Artist

VIP TRAVEL

- 4 days, 3 nights Hotel (4.5 Stars)
- Car service pickup from airport to hotel/venue

LIVE STREAM

- Direct live stream link · Generated QR code
- Show lives streamed on at least 3 platforms

Marketing Opportunities

- Exposure to VIPs/Distributors/Media
- Designer Listing, logo and URL on STFW website
- Designer Name or Logo on Runway LED Screen

MEDIA

- Brand inclusion in press release via International press agencies, 6 agencies total
- Individual press outreach across Korea and city/country of choice (Please ask for details)
- 1 local PR agency focusing on brand promotion
- Media dinner with two (2) press outlets
- Special celebrity/ influencer attendance
- Edited Runway photos & Edited Runway Video

SOCIAL MEDIA

Social Media Marketing up to 35 Models



ADD-ONS

DESIGNER SHOWROOM PACKAGE

\$800 USD + 10% Tax

Exclusive to STFW Designers to showcase your samples in an intimate show room setting

- 2 consecutive days in STFW designer showroom.
- 1 Rolling rack, 1 table and 2 chairs.
- Online marketing during the week on STFW Website



SUPERTALENT
FASHIONWEEK

ACCESSORY DESIGNERS

\$3,500 USD + 10% Tax



- 1 Exhibitor space for all days
- 8' X 8' space
- Possible runway collaboration with STFW designers
- Social media marketing
- Gifting Opportunities
- Photos post event

ABOUT



SUPERTALENT FASHION WEEK is a forward-looking innovative fashion experience that features fashion professionals and emerging designers.

STFW is a unique business platform for advanced women's and menswear, contemporary and sustainable fashion to showcase international award winning designers from around the world.

This quarterly event has an audience of over 20,000 guests, including industry professionals, international media, buyers and VIPs.

STFW has built a strong presence through Far Eastern and European media coverage on sites with the use of social media platforms including Miss Supertalent model creators, actress and beauty queens, it was held in Seoul, Eiffel Tower of Paris, Ferrari museum of Modena

Supertalent Seoul Fashion Week is an organization dedicated to raising the profile of fashion in Korea with a focus on the emergence of Seoul as one of the most important cultural cities in the world.

We are more than a fashion show-- we are a movement proud to work with top names in fashion, design, art, music, and bring them to the world's stage, exploring the intersection of fashion, music, art, photography and performance that are a part of the cultural renaissance and bringing them to the world stage



WIKIPEDIA



Check the schedule, explore the world topmodels, beauty queens and watch, discover the best of Supertalent creators. The next Miss Supertalent of the World takes place...





SUPERTALENT
OF THE WORLD

PRELIMINARY | FINAL VENUE

2017



KINTEX



Goyang City



Feel Korea in
Jeonju

Colorful
DAEGU

DTRO
대구도시철도공사



daegu
textile
complex

KRIFI 한국패션산업연구원
KOREA RESEARCH INSTITUTE FOR FASHION INDUSTRY

2018



songdo
CONVENSIA

JUNGFRAU
TOP OF EUROPE

Schilthorn
Piz Gloria



SOCIETE
D'EXPLOITATION
DE LA
TOUR EIFFEL

2019

강남구
GANG NAM GU



사람중심
명품도시 **종로**

SEOUL
DRAGON
CITY



HEMCAEL

MUSEO ENZO FERRARI
MODENA



ROME CAVALIERI
A WALDORF ASTORIA RESORT

ATTENDANCE



Gala & Fashion Show Attendance

STFW is also an multi creative event that focuses high quality clients who are valued by collaborators, designers, and the media. These include:

- Fashion leaders and experts
- Stylists, retail partners and buyers
- Celebrities and enthusiasts
- High net worth customers
- Professional sportsmen
- Mega influencers
- Press group
- Charites
- Aged executives from the model, finance, real estate, and luxury industries

Demographics

Attendance		Gender	
Thousands of Exclusive Guests		Male 35% Female 65%	
Interest		Age	
Travel	15%	21-25	30%
Music & Film	15%	25-35	33%
Technology	20%	35-45	24%
Automotive	25%	44-55	10%
Beauty & Cosmetics	25%	55+	5%

VIP's & High Net Worth Individuals

Influential Buying Power
\$15 Million+ net worth

DEMOGRAPHICS



65%



35%



30% attendees 24 – 35 years age



Globally Aware



80% Postsecondary Education



Being technology savvy



\$70K income



Reside in Asia and North America



SUPERTALENT
FASHIONWEEK

LONDONFW

100,000 +

PARISFW

100,000 +

STFW

60,000 +

“STFW has a high attendance of young influencers and early adopters”. “Over 80% of STFW attendees have a postsecondary education and household income”

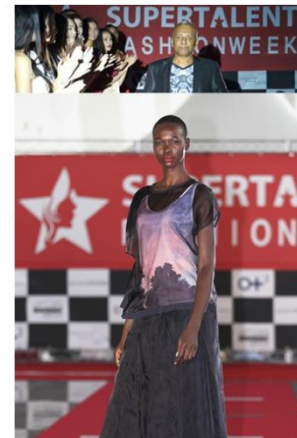
PARTICIPATED BRANDS



Attendees include local and international media, buyers and fashion industry executives, professional photographers, stylists, bloggers, affluent consumers, socialites, and celebrities



PASE EDITIONS



SUCCESS STORIES



SUPERTALENT FASHIONWEEK IN THE PAST

ASSOCIATED
MUSEO ENZO FERRARI MODENA
ROMÉ CAVALIERI & WALTER ATTORIA RETORT
HEMCAEL

FASHION CRUISE MILAN - PARIS

THE POWER OF FASHION
MISS SUPERTALENT STAR INFLUENCER

01 PARIS
02 PRINCETON
03 PARIS
04 AIX EN PROVENCE
05 MARSEILLE
06 CHATEAU D'IF
07 CAEN
08 SAINT-TROPEZ
09 BORNEO
10 SAINT-PAUL DE VENISE
11 NICE
12 CANNES
13 ETO
14 MONACO
15 MONTEN
16 SAN MARINO
17 GENOVA

18 MILANO
19 VERONA
20 LEOI ISLAND
21 VENEZIA
22 BACHINO
23 ROMA
24 SAN MARINO
25 MODENA
26 BOLOGNA
27 PISA
28 FLORENCE
29 GENOVA
30 NAPLES
31 POMEZIA
32 SARDINIA
33 CAPRI ISLAND
34 TIVOLI
35 ROMA

SUPERTALENT FASHIONWEEK

FOLLOW THE ADVENTURE OF MISS SUPERTALENT'S EXTRAORDINARY JOURNEY
KOREA'S SUCCESS AT THE FIATA 2020 IN BUSAN KOFFA OR KOR
WORLD TRANSPORTATION OLYMPIC

SUPERTALENT OF THE WORLD
SUPERTALENT MUSICIANS
FASHION KOREA

SUPERTALENT FASHIONWEEK SUCCESS STORIES

The Hong Kong Designers Association was founded in 1972, the first of its kind in Hong Kong, a design body to advocate public interest in design and higher professional status for practicing designers in government, cultural, commercial and industrial sectors. Participated Supertalent Fashion Week 2017



SUPERTALENT FASHIONWEEK SUCCESS STORIES



FDLA - participated Supertalent Fashion Week 2017 and has become the signature multicultural fashion event of New York City.

FDLA founded its development on providing exposure for established, emerging and upcoming clothing designers from around Latin America & around the world in an effort to extend meaningful fashion trade.

NEW YORK FASHION WEEK DIGITAL

FDLA DIGITAL SHOWS
FASHION DESIGNERS OF LATIN AMERICA
NYFW | FW 2021



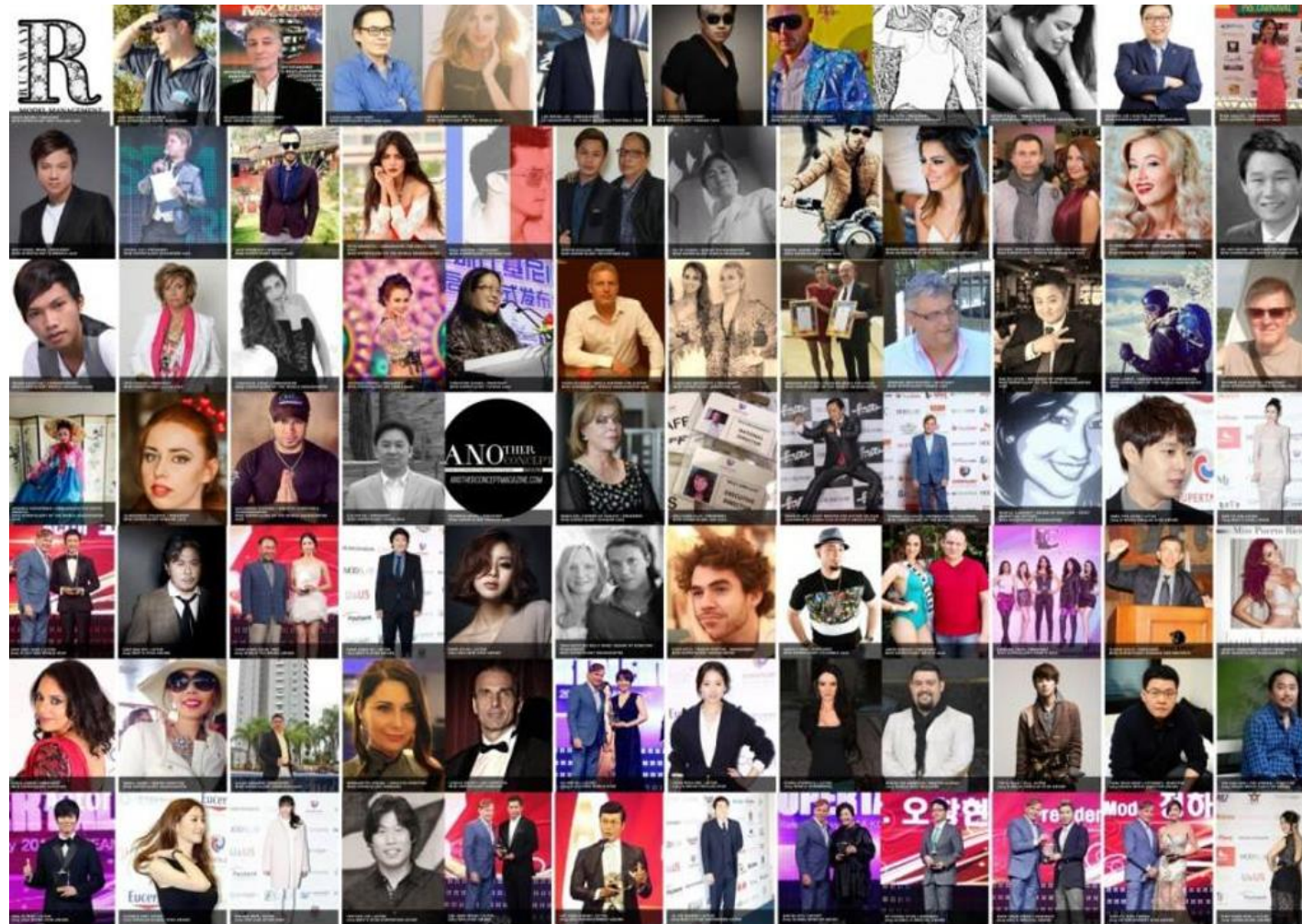
SUPERTALENT FASHIONWEEK IN THE PAST

ASSOCIATED
HEMCAEL

MILAN FASHION WEEK



GLOBAL ORGANIZATIONS



CONTACT



MISS SUPERTALENT



LADA
RUSSIA
 

2017 BEAUTY OF RUSSIA
2018 MISS EARTH
2ND PLACE
2019 MISS SUPERTALENT
WINNER



PEISHAN
CHINA



2019 MISS
WORLD CHINA
2019 MISS
SUPERTALENT
SEASON 12 TOP 15



MEI
CHINA



2017 MISS EARTH
CHINA
2019 MISS
SUPERTALENT
SEASON 13 TOP 15



CHLOE
ENGLAND



2017 TOPMODEL UK
2018 MISS
SUPERTALENT
2ND PLACE
NETFLIX STAR
1.5M FOLLOWERS



NATALI
UKRAINE


WORLD BALLROOM
DANCE CHAMPION
2017 MISS EUROPE
CONTINENTAL WINNER
2017 MISS
SUPERTALENT
SEASON 9 WINNER



NAOMI
MEXICO


FOOTBALL PLAYER
2016 MISS MEXICO
2017 MISS
SUPERTALENT
SEASON 8 WINNER

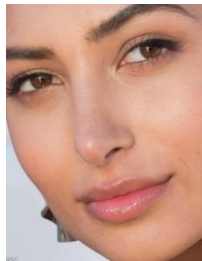


SINGER

**2016 MISS
SUPERTALENT
SEASON 7 WINNER**
EL GRAN SHOW HOST
4M FOLLOWERS

MILETT

PERU



2015 MISS PAKISTAN

2016 MISS **EARTH**
PAKISTAN
2016 MISS
SUPERTALENT
3RD PLACE

ANZHELIKA

PAKISTAN



**2014 MISS
SUPERTALENT
3rd PLACE**
2015 MISS **WORLD**
PHILIPPINES

HILLARIE

PHILIPPINES



**2014 MISS
SUPERTALENT
TOP 7**
2016 MISS **UNIVERSE**
GERMANY

JOHANNA

GERMANY

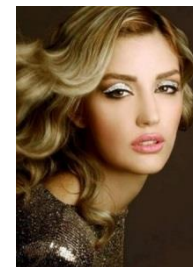


2012 MISS SRINKA

2013 MISS **UNIVERSE**
SRI LANK
2014 MISS
SUPERTALENT
TOP 7

AMANDA

SRI
LANKA



2013 **ELITE MODEL
LOOK ARMENIA**
2014 MISS
SUPERTALENT
TOP 7

ANNA G

ARMENIA





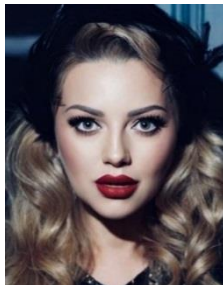
2013 MISS PAKISTAN

2013 MISS **EARTH**
PAKISTAN

2014 MISS
SUPERTALENT
TOP 7

SHANZAY

PAKISTAN



POPERA SINGER

2013 MISS
SUPERTALENT
DIGITAL BEST SINGER

ARINA

UKRAINE



2011 MISS NEPAL

2011 MISS **WORLD**
NEPAL

2013 MISS
SUPERTALENT
TOP 7

MALINA

NEPAL



2011 MISS KAZAKKHSTAN

2011 MISS **WORLD**
KAZAKKHSTAN

2013 MISS
SUPERTALENT
3RD PLACE

KLISHINA

KAZAKHSTAN



2009 WINNER MISS TOURISM
QUEEN INTERNATIONL

2013 MISS
SUPERTALENT
TOP 7

EKATERINA

RUSSIA



2005 MISS EGYPT

MISS **UNIVERSE, WORLD,**
EARTH EGYPT

2013 MISS
SUPERTALENT
2ND PLACE

MIRIAM

EGYPT





2011 MISS MONGOLIA

2012 MISS
SUPERTALENT
2ND PLACE

TUYAMAA
MONGOLIA



2011 MISS LATVIA

MISS **UNIVERSE, WORLD,**
INTERNATIONL LATVIA

2012 MISS
SUPERTALENT
3RD PLACE

DIANA K
LATVIA



2006 MISS SRI LANKA

2006 MISS **INTERNTIONAL**
SRI LANKA

2012 MISS
SUPERTALENT
TOP 7

GAYESHA



2011 PUTERI INDONESIA

2012 MISS SUPERTALENT
TOP 7

ANDI
INDONESIA



2011 MISS
SUPERTALENT
TOP 15

2012 MISS **INTERNATIONL**
PANAMA

KAREN
PANAMA



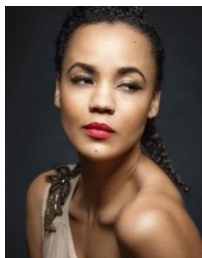
2009 MISS ESTONIA

2009 MISS **UNIVERSE**
ESTONIA

2011 MISS
SUPERTALENT
TOP 7

DIANA A
ESTONIA





MARIA S
DENMARK
 

2008 MISS DENMRK
2008 MISS **UNIVERSE**
DENMARK
2011 MISS
SUPERTALENT
TOP 15



LINNEA
FINLAND


2007 MISS Finland
2007 MISS **WORLD**
FINLAND
2011 MISS
SUPERTALENT
TOP 15



NAIOMIE
GUAM




2010 MISS **EARTH**
GUAM
2011 MISS
SUPERTALENT
TOP 15



SAHANA
NEPAL
 



2009 MISS **EARTH** NEPAL
2011 MISS
SUPERTALENT
TOP 15



ANNA B
RUSSIA
 

2010 MISS GLOBE
INTERNATIONAL 2ND
PLACE
2011 MISS **SUPERTALENT**
2ND PLACE



ANNA L
SWEDEN
 

THE SURVIVAL
ACTRESS
GUINNESS WORLD
RECORDS HOLDER
2011 MISS
SUPERTALENT
TOP 7