

Finnish Catwalk

AUTUMN
SYKSY'10
WINTER
TALVI'11

FASHION PROFESSIONALS COME TOGETHER UNDER ONE ROOF AT FINNISH CATWALK

Finnish Catwalk brings together Finnish fashion professionals at Finland's largest fashion trade show. The event at Wanha Satama, Helsinki on January 30th and 31st presents new collections for autumn and winter 2010-11.

Finnish Catwalk is Finland's biggest trade show, bringing together important Finnish and international clothing and accessory brands, manufacturers, designers, importers and agents. Established brands as well as interesting newcomers come together at the exhibition area to meet fashion professionals and enthusiasts.

This year shoes and bags are exhibited for the first time. Many new and exciting Finnish talents, including winners of the Finnish edition of the popular TV show, Project Runway, will be presenting designs at the much-anticipated event.

The aim of Finnish Catwalk is to help stimulate contacts as well as boost marketing and sales, so mixing and mingling is highly encouraged! To complete the fashion weekend in the Finnish capital, the showrooms of Helsinki Fashion House will be opening its doors to visitors. Guests will enjoy the convenience of free transport shuttles between the events.

Finnish Catwalk introduces the concepts of both Finnish and international fashion brands for autumn and winter 2010-11. A meeting point for fashion experts and professionals, it is a chance to see the latest collections and catalogues, place orders, exchange ideas and gain inspiration.

Finnish Catwalk 2010 Fashion Shows as well as trend-information sessions and discussions take place throughout the weekend. Also on the program is Fashion Arena, a new forum featuring fascinating presentations and panel discussions. Interesting speakers will share their insights on the latest developments in the industry. Fashion Arena will be hosted by world-renowned Finnish model and opinion leader Saimi Hoyer and noted fashion and lifestyle journalist Jaakko Selin.

The event would not be complete without recognizing the professionals who made the most impact on the Finnish fashion scene in 2009. Awards will be given for the Finnish Fashion Achievement of the Year, Fashion Retailer of the Year and the Fashion Supplier of the Year.

The Finnish Catwalk trade show is held at Wanha Satama at Pikku Satamakatu 3-5, 00161 Helsinki on January 30 to 31, 2010. Opening hours are Saturday, 10am to 6pm and Sunday, 10am to 5 pm. Finnish Catwalk is organized by Federation of Finnish Textile and Clothing Industries, also known as Finatex.

More information:

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