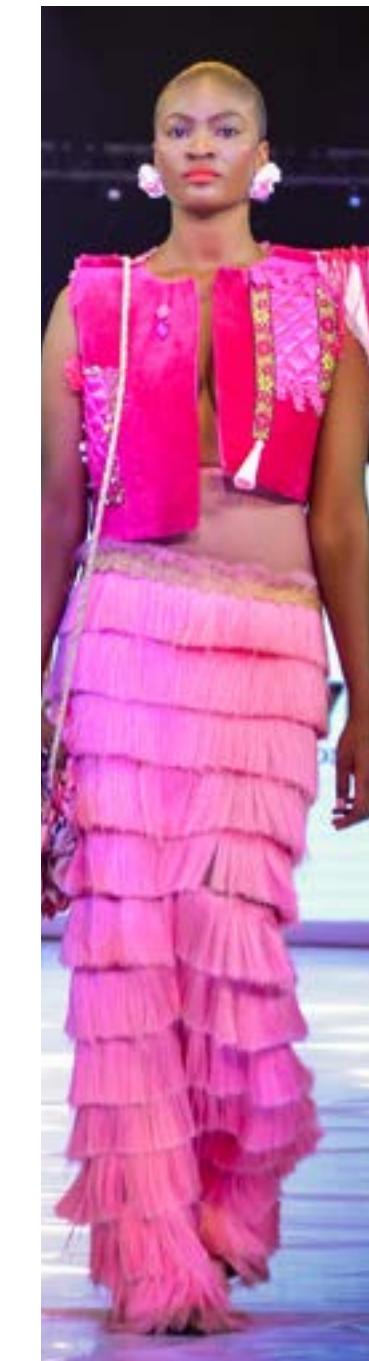
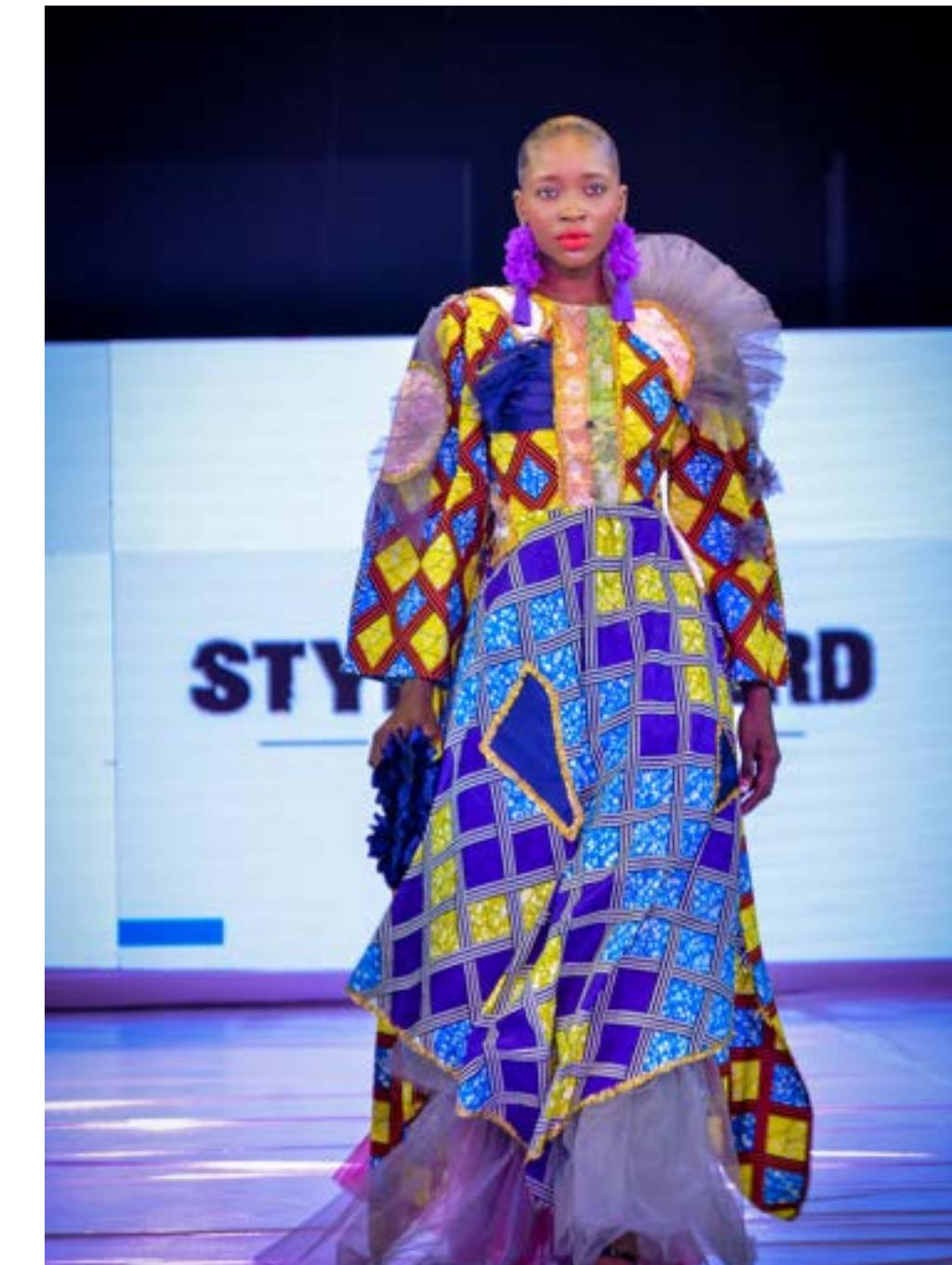


# PHFW Port Harcourt Fashion Week 2022

Tech: The future of Fashion.



[www.portharcourtfashionweek.com](http://www.portharcourtfashionweek.com)



## SYNOPSIS

The existence and power of fashion transcend social impact to becoming economic and even political drivers. It forms part of the global economy by contributing an estimated \$2.5 trillion to global manufacturing and employs about 300 million people worldwide across the value chain with high numbers being women. In Africa, particularly in Nigeria, the fashion industry plays an important cultural role and contributes significantly to the country's economy. According to Euromonitor, Nigeria accounts for \$4.7 billion. About 15% of the fashion market worth in Sub-Saharan Africa. Fashion is fast becoming a growing economic driver which brings to the fore the social impact of creativity and innovation particularly among the youths.

CYRUS  
DOLCE



The Port Harcourt Fashion and Design Week which has metamorphosed into Port Harcourt Fashion Week is a week-long of different fashion events geared at promoting sustainable development by inspiring young people with an interest in the fashion value chain, providing them with the necessary tools that will encourage and spur them to becoming successful and economically empowered fashion entrepreneurs.

The event aims to increase the visibility of local fashion entrepreneurs within the Niger Delta region and showcase the enormous creative and innovative talents hidden in the depths of the South-South. It also highlights the unique social culture and style inherent in the people and provides a marketplace where creativity and innovation within the fashion value chain can connect and converge alongside media, industry players, investors and consumers creating opportunities to grow and develop the fashion industry.

In 2019, the Port Harcourt Fashion and Design Week debuted with the theme titled “Fashion the New Oil and Gas.” The year’s event was curated to change the narrative of dependency on Oil and Gas as well as encourage young people with an interest in the fashion ecosystem to develop the required skills to excel. 2019 also had masterclasses facilitated by renowned industry experts covering topics around the business of fashion, branding and business development. That same year, Vlisco sponsored a young designer competition where the winner was given a 2-million-naira (Two Million Naira) start-up fund.

When the pandemic hit in 2020, PHFDW took a pause but to continue the drive, a series of webinars were hosted to build the skills of players in the fashion industry around the Niger Delta region.

While leveraging post-pandemic and the return to seeming normalcy, PHFW saw the need to reawaken tourism through fashion and that begat the theme for 2021: **“Revitalizing the Economy through Fashion Tourism.”** It was important to highlight the diverse cultures, traditions and people emanating from the Niger Delta region and how the fusion of their different cultures can birth creative export, increase tourism and promote international collaborations. The 2021 fashion event brought in designers and exhibitors from across African Countries like Ghana, South Africa, Tanzania, Kenya and Ethiopia to get a taste of the Niger Delta Culture and showcase the tourism possibilities that abound in the region.

Since the maiden edition of the Fashion Week, the Port Harcourt fashion scene has witnessed a spiral upward trend by providing national and international visibility for players within the fashion



ecosystem from the region and affixing the fashion event as part of the Nigeria Fashion season where fashion enthusiast, industry key stakeholder, investors and the media are keen to attend annually.

Last year alone, the 2-day event garnered over 3000 visitors, 50 designers, 80 models, 30 exhibitors and 25 media platforms which included online, print and visual with over 35 million reach, providing opportunities for brand visibility, product activations and promotions.

## TECH; THE FUTURE OF FASHION

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As technology continues to evolve to offer innovation, improve connectivity and provide ease of doing business, industries across the global economies are beginning to adopt and apply the use of technology. The **Port Harcourt Fashion Week** as always will pull together key stakeholders within the Fashion space and the Tech sector as players within the larger economies to share ideas and provide possibilities for sustainable fashion.



The role of technology as a tool for growth, innovation and advancement cannot be over-emphasised. It provides the opportunity for globalisation, cross-border collaboration, skill enhancement and knowledge development. To engage and employ the technology of fashion, this year, the Port Harcourt Fashion Week is themed: "**Tech: The future of Fashion.**"

The 2022 Port Harcourt Fashion Week will span 3 days providing opportunities for masterclasses, which will drive the conversation on the evolution of technology in the business of fashion and how its application can provide and promote a more sustainable fashion ecosystem. The fashion week will facilitate a young designer competition where new entrants into the fashion space will have the opportunity to be tutored. The selected winner will be given a start-up grant as well as mentorship for business and skill development.

This year's event will welcome 3 master classes with experts from across the business, tech and fashion industries, over 60 designers and exhibitors from around the region, over 35 local and international media platforms and over 5000 visitors.

# TECH: THE FUTURE OF FASHION

# WHAT TO EXPECT

## FASHION FORCE: CONVERGE, CONVERSE AND CONNECT.

This year's Port Harcourt Fashion Week will kick start activities with a converging of experts from the Fashion industry, Financial institutions, Public and Private sector as well as Investors to drive conversations on how creatives in the fashion space within the region can leverage existing opportunities for business growth and social impact. The theme for the summit to drive these conversations is "Fashion Force: Converge, Converse and Connect."

The summit which holds in August, will provide the opportunity for players from different sectors of the economy to converge, providing a platform that serves as a springboard to converse on how to better connect and collaborate. This will provide more opportunities for the growth and development of the creative industry within the region.



**RUNWAY:** A perfect opportunity for established designers to showcase their latest collection. As well as a good platform for fresh and upcoming designers to make their debut, as they will have the opportunity to grace the runway with famous guests designers. We have carefully selected guest designers within and across the country who's work in the industry inspires the young and upcoming fashion designers. Details of these designers will be shared as we progress.

**MATERCLASS:** In line with this year's theme and as part of our vision of promoting sustainable development, PHFW Master Class will centre around promoting entrepreneurship as topics will highlight the challenges and opportunities that abound across the industry. Participants will learn from the know-how of established industry players in redefining their crafts and business growth. By exchanging knowledge and its networking, PHFW will build a bridge between creation and commerce. Facilitators will be announced as the event progresses.



**The PHFW Creative Promise in Fashion Contest:**  
This segment of the event is a contest for upcoming fashion designers. The essence is to reward and encourage the best talents while helping to launch their careers. Winner of the designer category will have the opportunity of doing a short fashion course/Internship with a renowned fashion brand as well as have access to start up fund. Runners up will have opportunity to intern with renowned fashion brands in the country.

**THE PHFW MARKETPLACE:** The Port Harcourt Fashion Week will offer dealers and retailers of fashion and lifestyle products, opportunity to exhibit their products to a wide range of audience. Deliberate efforts will be put in place to attract the right audience to the benefits of the exhibitors while buyers/ visitors will have the rare privilege of making purchases at discounted rates as against what is obtainable in the open market. The PHFW Marketplace is the perfect ground for product launch, brand activations and promotions.



WHAT TO EXPECT



## **SHOW CONCEPT/PROMOTION & MARKETING TIMELINE:**

The Port Harcourt Fashion Week will kick off with the fashion force summit followed by a pre-show cocktail reception. This portion of the event is by invitation only. The essence is to allow attendees mingle with government officials, investors, editors, stylists, celebrities and buyers. This high-powered one-hour reception will focus on our sponsors highlighting their contribution and congratulating everyone for their support.

This will be followed by the first Master class alongside the Marketplace which will then usher in the first runway show (The Creative Promise in Fashion Contest) at exactly 06:00 noon. The second segment of the Master class will commence the next morning at 10:00am and will run alongside the exhibition until 6:00pm when we will commence the Day 2 show (Debut designers showcase) which will round up the activities of the day.

Day 3 kicks off with the exhibition and Master class starting at 10:00am and runs through 06:00noon during which we will have the Day 3 show (established/guest designers showcase) followed by an after event party which will officially round off the fashion week activities.



## THE VENUE

The PHFW will be returning to the five star EUI Centre, which is unarguably Port Harcourt City's world-class event centre. Unique not just by the virtue of its iconic design, high technological specifications and excellent flexibility, EUI Centre is simply an inspirational venue perfect for Port Harcourt Fashion Week.



**PRODUCTION COMPANY PROFILE:** Wave Events Global Ltd is an event Management Company registered with the Corporate Affairs Commission with registration number RC 1058943. We major in Fashion Events Production, Pageant Production, Brand Activations, Promotions and Model Management. We curate premium contents and events that brings fashion and style to life.

Our mission is to provide sustainable development through fashion by promoting young people who have interest in the fashion/creative industry. We are dedicated to supporting model and designer entrepreneurs, creating and sourcing for them, opportunities to excel and emerge as fashion moguls. We look forward to building a movement of fashion moguls that will rein tomorrow's fashion industry. Our goal is to become a dominant force in fashion, shaping the industry and setting new standards.

Barely 5years of establishment, Wave events has worked with international fashion production companies as FashionDays Germany, Top Model Worldwide London, Fashion International London Fashion Week, and Top Model of the World Germany- in a bid to promote the local market. Wave Events has also received international media exposure as it was featured in the FashionDays Germany's Famous event Magazine in 2014 and was also featured in Vogue Italia as one of the best Model agencies in Nigeria in 2016.



# PORT HARCOURT FASHION WEEK SPONSORSHIP DETAILS, LEVELS AND BENEFITS

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**As a sponsor you will be provided valuable exposure from the various line up of activities created to generate sales and or successful results towards your company's objective. With over 35 local and international media platforms and over 5000 visitors, event publicity will reach over 35M+ people through extensive media, online coverage, and grassroots promotions. Sponsors will be recognized in the event's annual publication, promotional publication, Media, Websites, E-mail blast, and visibility on location.**

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S P O N S O R S H I P



## PLATINUM TIER SPONSOR

- ♠ Event named after your company.
- ♠ Company press kits included in gift bags (gift bags are given to all attendees).
- ♠ Strategically positioned 3x3 exhibition booth for product sampling.
- ♠ Full page (inside front cover) advert in the event brochure.
- ♠ Right to stage and runway branding.
- ♠ Company logo listing in all PHFW press releases.
- ♠ Company logo on all tickets.
- ♠ Company logo on all PHFW show prints and online advertisement.
- ♠ Company logo and link placed on PHFW website.
- ♠ Recognition on the sponsors lists and continuous mention as a platinum sponsors during the various shows.
- ♠ 15 fronts roll tickets to all the shows.
- ♠ Invitation to the private pre-event cocktail reception and after event party

₦ 15,000,000



## GOLD TIER SPONSOR

- ♠ Company press kits included in all gift bags.
- ♠ Company logo listing in all PHFW press releases
- ♠ Company logo on all tickets.
- ♠ Company logo on all PHFW shows prints and on-line advertisement.
- ♠ Company logo placed on PHFW website
- ♠ Recognition on the sponsors lists and continuous mention as a gold sponsor
- ♠ 2x3 exhibition booth for product sampling.
- ♠ Seven front roll tickets to all the shows.
- ♠ Invitation to private pre-event cocktail reception abd afrer event party.
- ♠ Inside Full page advert on the event brochure

**# 10,000,000**



## SILVER TIER SPONSOR

- ♠ Company information included in the gift bag
- ♠ Company press kit included in all gift bag
- ♠ Company logo listing in all PHFW press releases.
- ♠ Company logo and link placed on event website.
- ♠ Mention and recognition on sponsor lists as silver sponsor.
- ♠ Five front roll tickets for all shows.
- ♠ Invitation to the private pre-event cocktail reception and after event party.
- ♠ Half page advert on event brochure.

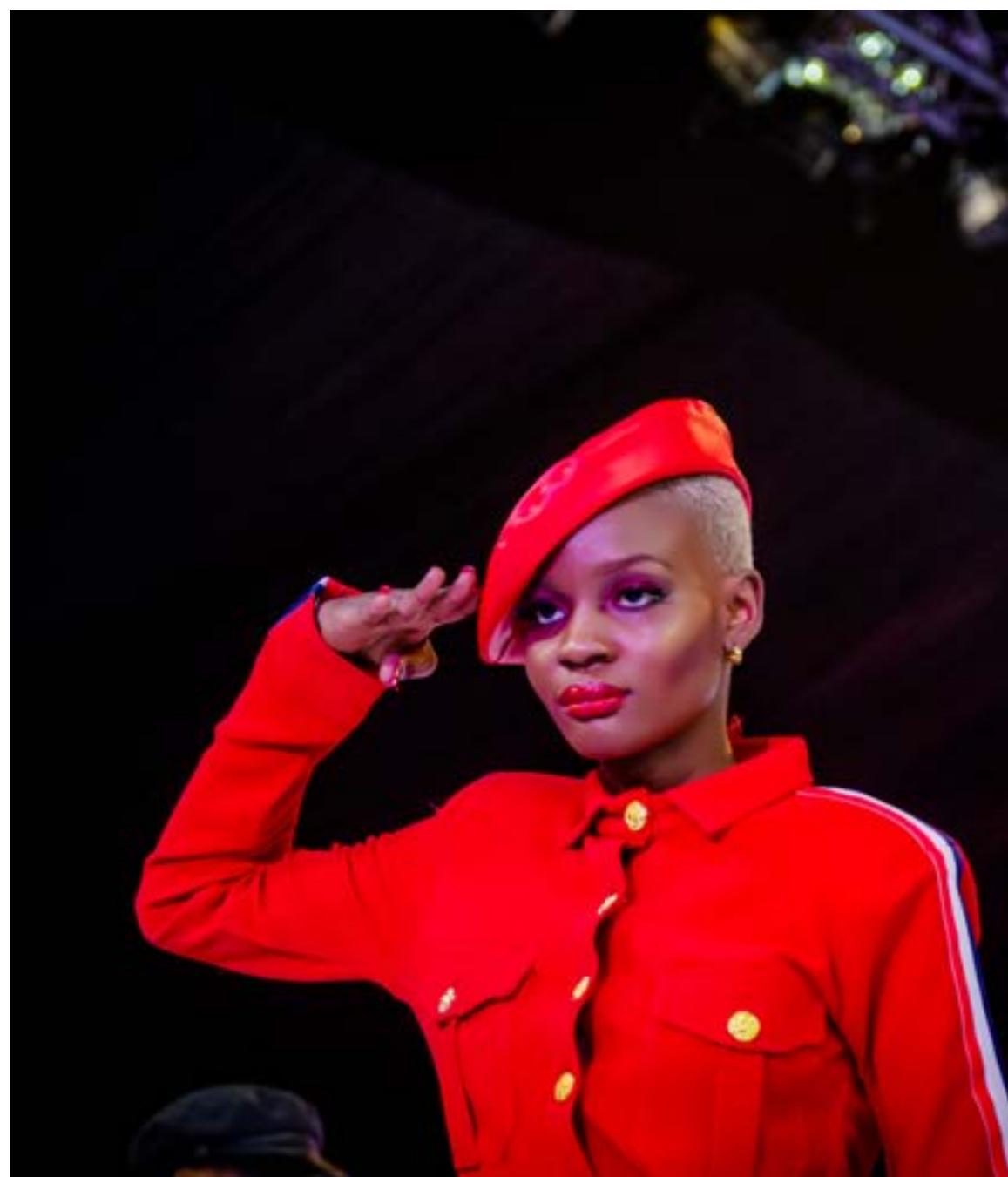
₦ 5,000,000



## BRONZE TIER LEVEL

- ♠ Company logo listing in all PHFW press releases.
- ♠ Company logo and link placed on event website.
- ♠ Mention and recognition on sponsor lists as bronze sponsors.
- ♠ Three front row tickets for all shows.
- ♠ Invitation to the private pre-event cocktail reception and after party
- ♠ Company logo in the event brochure.

**# 2,500,000**



**For additional information regarding  
Port Harcourt Fashion Week**

- ◆ [www.portharcourtfashionweek.com](http://www.portharcourtfashionweek.com)
- ◆ Email: [info@portharcourtfashionweek.com](mailto:info@portharcourtfashionweek.com)
- ◆ Call: 0803 875 3903