With the theme “Into the subconscious”, Broadcast launched 2020 SS press event with SLI Communications. More than 300 distributors from national wide gathered at Broadcast headquarter to watch the fashion show and enjoy the beautiful collection.

“Into the subconscious” presents the concept of memory and imagination. Wind, light and shadow, sound, smell… everything in previous experience remains in memory and the subconscious. Broadcast wish to reveals the meaning behind each items by each details of the show.

During the event, we invited 30+ fashion media and bloggers to visit the exclusive fashion show. To enhance this concept, we pitch media coverage on various platforms including weibo, wechat, onlince and magazine.