FASHION TOURISM

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- Fashion tourism is a **niche segment** of the market that mixes **creative**, **cultural**, and **shopping tourism** all together.
- It can be defined as the interaction between **trade associations**, **tourism suppliers** and **host communities**.
- Fashion Weeks are the starting point for many **Destination Marketing Organizations** to take fashion as a new anchor for their tourism industry and the general economy of a country.
- By constantly pushing fashion week trade events into the public eye, awareness about the location's fashionable credentials is raised and that encourages visitors to consider traveling to that specific location.

SHOPPING TOURISM

- When traveling, visitors are increasingly considering shopping to be a **way to experience local culture** through an engagement with local products.
- There is a trend within shopping tourism for consumers from emerging markets to plan their trips according to where **high-end fashion brands** are cheapest.

FASHION WEEK

- Fashion Week is when the industry's top designers present their upcoming collections in a series of runway shows and presentations.
- The first official Fashion Week began as "**Press Week**" in 1943 at the height of World War II.
- Fashion Week happens twice a year, once in February/March and once in September and runs consecutively in major style capitals around the world, the global "**Big Four**": **New York**, **London**, **Milan**, and **Paris**.
- **Camera Nazionale della Moda Italiana**, is an Italian non-profit organization that promotes, regulates and coordinates the fashion industry in Italy.

MILAN FASHION WEEK

- Originally held in Florence, this fancy event was moved to Milan because of the impossibility for a city like Florence to welcome as many international guests as the Fashion Week attracted.
- The first edition of the post-Covid era took place from the 21st to the 27th of September 2021. The event hosted 61 shows, 42 of which were in physical form. Some of the events were private and could be accessed only under invitation, while others were open to the public.
- Due to covid, access to the Milan Fashion Week was conditional on all visitors presenting either a Green Pass or an EU Digital COVID Certificate.

ECONOMIC CONTRIBUTION

- Every passing year shopping cities are making it to the **top preferred holiday destinations**.
- Individual luxury fashion brands also play a major part in a city's marketing on fashion tourism.
- The positive economic impact induced by Milan Fashion Week has confirmed itself as a brand in the world and proved to be a powerful generator of tourism funds. With more than **20.000 visitors** each edition, the MFW grants an average income of **50 million euros**.