



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council

ARE YOU READY FOR A SHOWROOM AT THE MOST FASHIONABLE ADDRESS IN THE WORLD?

**INVITATION TO BE PART OF THE DANISH
SHOWROOM AT THE DANISH HOUSE ON THE
CHAMPS-ÉLYSÉES**

**PARIS FASHION WEEK (MEN'S)
JANUARY 15TH TO 20TH JANUARY, 2019**





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Every year, Paris Fashion Week attracts thousands of buyers, agents and distributors within the fashion and design industry. A large number of Danish fashion companies are in Paris during this week with showrooms or on inspirational visits.

The Royal Danish Embassy in Paris would like to create even more interest and awareness of the Danish fashion industry.

Therefore, the Embassy will open Maison Du Danemark in the very heart of Paris and turn it into a showroom for Danish fashion companies and brands. The ambition is to create a yearly Danish showroom platform with significant activities and flow of people.

Space is limited to 7 brands/companies and the main focus will be on casual/streetwear fashion. Both established and up-coming brands are encouraged to express interest to be part of Showroom Maison Du Danemark.



Program and activities

- Showroom Maison Du Danemark will be open every day during Paris Fashion Week
- The Royal Danish Embassy in Paris will brand the showroom and invite buyers, agents and distributors together with the participating companies
- An evening reception with invited VIPs and in the presence of the Ambassador and the Director of Maison du Danemark will be organised. Catwalks can be developed
- Brands will have the option of creating own events during the fashion week at Maison Du Danemark



Budget, space and sign-up

- Each participating brand can get a minimum of 15m²
- Participation cost will be 25,000 DKK
- For more information and to sign-up please reach out to aidfre@um.dk or +33 01 44 31 21 75