BERLIN FASHION WEEK

Kofinanziert von der Europäischen Union

TERMS AND CONDITIONS SHOW SUBMISSION

INTRODUCTION

These Terms & Conditions apply to brands submitting a Show or Presentation as part of Berlin Fashion Week (BFW).

Fashion Council Germany e. V., as coordinator of the Berlin Fashion Week schedule, and its service providers are referred to as “we”, “us” or “our”. The submitting brand is referred to as “you” or “your”.

By submitting your entry to the Official Berlin Fashion Week Show Schedule, you agree to the following terms and conditions and communication requirements.

TERMS AND CONDITIONS

01 Guest Invitations & Front-Row Seats

You agree to reserve a minimum of 35 guest invitations and front-row seats for Fashion Council Germany. These are intended for our hospitality programme, which welcomes national and international fashion press, buyers, creators and representatives of the Berlin Senate.

Please note: The reservation of seats does not guarantee participation of the guests. You will receive access credentials for an accreditation tool where you can monitor guest registrations and accreditation status. Please only reserve seats for the confirmed guests.

02 Shuttle Access

You agree to provide sufficient space in front of your venue for official Berlin Fashion Week shuttles, including limousines and buses (30 people), to drop off hospitality guests and guests arriving by BFW bus from the preceding show.

Additional parking space is welcome but not mandatory.

03 Communication Requirements

You agree to communicate your show in connection with Berlin Fashion Week in accordance with the following guidelines to ensure consistent public communication of the event.

In all non-social media publications, the official Berlin Fashion Week logo must be integrated (e.g. press releases, newsletters, invitations, etc.).

All publications must explicitly reference Berlin Fashion Week (e.g. “during Berlin Fashion Week”, “on the occasion of Berlin Fashion Week” or “as part of Berlin Fashion Week”).

All press releases must include the following wording and link: “The show is part of Berlin Fashion Week. Find more information here.”

Please submit all press releases to coordination@fashionweek.berlin for approval prior to publication.

In all social media communications, you must tag @berlinfashionwe (Berlin Fashion Week). The hashtag #berlinfashionweek is encouraged but not mandatory.

04 Press Mailing List

You agree to add the following contacts to your press mailing list:

- coordination@fashionweek.berlin
- media@fashionweek.berlin
- press@fashion-council-germany.org
- antara.gill@fashion-council-germany.org
- stefan.brunner@fashion-council-germany.org
- mav@fashion-council-germany.org
- rhe@fashion-council-germany.org
- lbr@fashion-council-germany.org
- mei@fashion-council-germany.org
- mzi@fashion-council-germany.org
- nje@fashion-council-germany.org
- melanie.merges@press-factory.de
- helena.burkhardt@press-factory.de
- laura.pohl@press-factory.de

05 Official Photography & Videography

If official Berlin Fashion Week photographers or videographers are assigned to your event, you must provide them with the necessary access.

Fashion Council Germany will always introduce or announce the official photographers and videographers. If you receive individual accreditation requests stating they are official photographers/videographers and you are unsure about the validity, please double check with us.

Content produced may be used on the BFW website and social media channels and made available to the press and for social media use via the BFW Media Hub. You may also download and use this material for your own communications.

06 Brand Photography & Video Material

You agree to provide photographic and/or video material, including copyright information, as soon as possible during or after Berlin Fashion Week.

You grant us the necessary rights to use this material, including through our service providers, exclusively for BFW documentation, social media, editorial content, fashionweek.berlin and reporting purposes. Copyright will always be credited.

The material will also be uploaded to the BFW Media Hub, which is accessible to national and international press, buyers and fashion professionals to support your PR activities.

Shortly before BFW, you will receive an email containing the upload link and relevant guidelines.

07 Communication KPI Reporting

You agree to provide the predefined Communication KPIs, including basic social media KPIs (available in your professional dashboard) and an overview of press clippings and their reach.

This data will be used to measure the overall and individual reach of events during Berlin Fashion Week in an internal KPI report. The report will not be published but may be used for internal purposes, including reporting to the Berlin Senate and demonstrating BFW's success to interested partners.

Further information and the reporting template will be provided once your entry is confirmed. If you have questions about the requested data, please contact coordination@fashionweek.berlin.

The full report must be submitted within two months after Berlin Fashion Week. The exact deadline will be communicated by email.

08 Personal Data & Data Protection

Fashion Council Germany e. V. is the data controller responsible for your personal data.

We may share personal data obtained in connection with Berlin Fashion Week, including names and photographic or video material with copyright information, with third parties such as media representatives and buyers.

You may request the erasure of your personal data where there is no valid reason to retain or process it. However, we may retain data necessary to fulfil legal obligations or to establish, exercise or defend legal claims.

You may object at any time, on grounds relating to your personal circumstances, to the processing of your personal data based on legitimate interests. You may also withdraw any consent you have given for the processing of your personal data by contacting coordination@fashionweek.berlin.

We retain documentation of consent for two years after withdrawal. We may retain personal data for longer where necessary to establish, exercise or defend legal claims.

For questions regarding data protection, please contact coordination@fashionweek.berlin.

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