



ASPARA

FASHION WEEK

REQUIREMENTS FOR PARTICIPATION DEAR DESIGNERS!


THE INTERNATIONAL PROJECT ASPARA FASHION WEEK (AFW) ATTRACTS MORE ATTENTION FROM REPRESENTATIVES OF THE FASHION INDUSTRY AROUND THE WORLD EVERY SEASON. FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE WWW.ASPARAFASHIONWEEK.COM. THE LAST, VI SEASON OF FASHION WEEK WAS HELD ON OCTOBER 7-10, 2020 WITH GREAT SUCCESS. DUE TO THE EPIDEMIOLOGICAL SITUATION AROUND THE WORLD, ONCE AGAIN ASPARA FASHION WEEK (AFW) WAS HELD ONLINE. ASPARA FASHION WEEK WAS ATTENDED BY MORE THAN 30 INTERNATIONAL EXPERTS AND SHOWCASED THE COLLECTIONS OF 100 DESIGNERS FROM 40 COUNTRIES AND 5 CONTINENTS. ASPARA FASHION WEEK PAGES ON FACEBOOK, INSTAGRAM ARE AVAILABLE TO WATCH THE VIDEO ON THE ASPARA FASHION WEEK YOUTUBE CHANNEL. ACCORDING TO THE ANNUAL SCHEDULE, THE SEVENTH SEASON OF ASPARA FASHION WEEK (AFW) WILL BE HELD FROM APRIL 7 TO APRIL 10, 2021, ON THE ZOOM PLATFORM WITH THREE PARTICIPATION OPTIONS:

I. ONLINE MODE REMOTELY (7 OUTFITS).

II. OFFLINE MODE (A LIVE SHOW WITH THE PARTICIPATION OF THE DESIGNER IN COMPLIANCE WITH SANITARY-EPIDEMIOLOGICAL NORMS, 12 OUTFITS).

III. COMBINED MODE (A LIVE FASHION SHOW WITHOUT THE DESIGNER, 10 OUTFITS)

I. TO PARTICIPATE IN THE SHOW ONLINE, YOU MUST PROVIDE THE ORGANIZERS WITH THE FOLLOWING MATERIALS:

1. PHOTO SESSION OF THE AUTUMN-WINTER-21/22 COLLECTION FOR POSTING ON SOCIAL NETWORKS. PHOTOS OF 7 OUTFITS WITH A PHOTO RESOLUTION OF AT LEAST 4032 X 3024 PX.
 2. A VIDEO SHOWING A COLLECTION OF 7 OUTFITS IN ANY FORM (CREATIVE SUBMISSION, AT THE DISCRETION OF THE DESIGNER) MUST BE EDITED SPECIFICALLY FOR ASPARA FASHION WEEK (AFW) FOR A MAXIMUM OF 5 MINUTES WITH MUSIC SUPERIMPOSED WITHOUT COPYRIGHT (MANDATORY).
 3. VIDEO ADDRESS (PRESENTATION OF THE DESIGNER) TO THE AUDIENCE AND WITH GRATITUDE TO THE AFW ORGANIZERS NO MORE THAN 1 MINUTE.
 4. OWN LOGO OR BRAND IN HIGH QUALITY, THE NAME OF THE USER IN THE SOCIAL NETWORKS (INSTAGRAM, FACEBOOK, ETC.)
 5. PERSONAL ARTISTIC PHOTO OF THE DESIGNER WITH HIGH RESOLUTION.
- 



ASPARA

FASHION WEEK

VIDEO QUALITY REQUIREMENTS: 1080P (1920×1080) VIDEO FORMAT: MP4 (H. 264). SHOOTING SHOULD BE DONE IN A HORIZONTAL POSITION. THE VIDEO DURATION IS 3-5 MINUTES. THE LAST DATE FOR RECEIVING MATERIALS FROM PARTICIPANTS IS MARCH 10, 2021.

II. TO PARTICIPATE IN THE SHOW IN OFFLINE MODE, YOU MUST PROVIDE THE ORGANIZERS WITH:

- 1. BRING THE REAL COLLECTION OF THE AUTUMN-WINTER-21/22 SEASON OF 12 OUTFITS TO THE LOCATION OF FASHION WEEK.**
- 2. PHOTOSHOOT COLLECTION OF A SEASON AUTUMN-WINTER-21/22 TO EMBED IN SOCIAL NETWORKS. PHOTOS OF 7 OUTFITS WITH A PHOTO RESOLUTION OF AT LEAST 4032 X 3024 PX.**
- 3. OWN LOGO OR BRAND IN HIGH QUALITY, THE NAME OF THE USER IN THE SOCIAL NETWORKS (INSTAGRAM, FACEBOOK, ETC.)**
- 4. PERSONAL ARTISTIC PHOTO OF THE DESIGNER WITH HIGH RESOLUTION.**
- 5. THE SOUNDTRACK OF THE SHOW WITHOUT COPYRIGHT.**

III. TO PARTICIPATE IN THE SHOW IN THE COMBINED MODE, YOU MUST PROVIDE THE ORGANIZERS WITH:

- 1. DELIVER A REAL COLLECTION OF THE AUTUMN-WINTER-21/22 SEASON OF 10 OUTFITS TO THE ADDRESS: 080000, KAZAKHSTAN, TARAZ, RAKHIMOV STREET NO. 1, "ASPARA".**
- 2. PHOTOSHOOT COLLECTION OF A SEASON AUTUMN-WINTER-21/22 TO EMBED IN SOCIAL NETWORKS. PHOTOS OF 7 OUTFITS WITH A PHOTO RESOLUTION OF AT LEAST 4032 X 3024 PX.**
- 3. OWN LOGO OR BRAND IN HIGH QUALITY, THE NAME OF THE USER IN THE SOCIAL NETWORKS (INSTAGRAM, FACEBOOK, ETC.)**
- 4. PERSONAL ARTISTIC PHOTO OF THE DESIGNER WITH HIGH RESOLUTION.**
- 5. THE SOUNDTRACK OF THE SHOW WITHOUT COPYRIGHT.**

THE ORGANIZER PROCESSES THE SUBMITTED MATERIAL AND MAKES AN IMAGE POST ABOUT THE DESIGNER IN THE SOCIAL NETWORK. NETWORKS BEFORE THE EVENT BROADCAST A VIDEO SHOW ON A SCHEDULE AND SEVERAL POSTS AFTER THE REMOTE EVENT.

THE ORGANIZERS OF ASPARA FASHION WEEK WILL TRY TO DO EVERYTHING POSSIBLE TO GET THE MAXIMUM EFFECT FROM YOUR PARTICIPATION. WE HOPE THAT OUR JOINT WORK WILL YIELD EXCELLENT RESULTS. THANK YOU IN ADVANCE FOR YOUR SUPPORT.

WHEN SENDING A VIDEO WITH LARGE SIZE TO YOUR EMAIL, YOU MAY ENCOUNTER OBSTACLES. WE RECOMMEND USING THE FREE SERVICE WWW.WETRANSFER.COM

WHATSAPP CONTACTS: +77017172606

EMAIL: AIDARKHAN.CEO@GMAIL.COM

