



ASPARA

FASHION WEEK

REQUIREMENTS FOR PARTICIPATION DEAR DESIGNERS!

EVERY SEASON THE INTERNATIONAL PROJECT ASPARA FASHION WEEK (AFW) ATTRACTS MORE ATTENTION OF THE FASHION INDUSTRY REPRESENTATIVES ALL OVER THE WORLD. FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT WWW.ASPARAFASHIONWEEK.COM. THE LAST, VIII SEASON OF THE FASHION WEEK TOOK PLACE ON OCTOBER 7-10, 2021 WITH GREAT SUCCESS. DUE TO THE WEAKENING OF THE EPIDEMIOLOGICAL SITUATION ALL OVER THE WORLD THIS TIME ASPARA FASHION WEEK (AFW) WAS HELD IN THE COMBINED MODE ON OCTOBER 7-9 ONLINE AND ON OCTOBER 10 LIVE.

ASPARA FASHION WEEK PROJECT BECAME A PLATFORM FOR EXPERIENCE EXCHANGE BETWEEN EXPERTS, DESIGNERS AND FASHION INDUSTRY SPECIALISTS. ASPARA FASHION WEEK PLATFORM GIVES PARTICIPANTS OF THE FASHION WEEK NOT ONLY PROMOTION AND STATUS, BUT ALSO REALIZATION OF DESIGNER GOODS IN KAZAKH, ASIAN AND EUROPEAN SHOWROOMS AND DIRECT WORK WITH BUYERS. WITH EACH SEASON THE NUMBER OF PARTICIPANTS IN THE INTERNATIONAL PROJECT ASPARA FASHION WEEK IS GROWING. MORE THAN 30 INTERNATIONAL EXPERTS PARTICIPATED IN THE LAST VIII SEASON AND PRESENTED COLLECTIONS OF 97 DESIGNERS FROM 30 COUNTRIES AND 5 CONTINENTS. YOU CAN WATCH THE VIDEO ON ASPARA FASHION WEEK YOUTUBE CHANNEL AND ON ASPARA FASHION WEEK FACEBOOK AND INSTAGRAM PAGES.

([HTTPS://CLCK.RU/QCWCC](https://clck.ru/qcwcc), [HTTPS://CLCK.RU/QCWH7](https://clck.ru/qcwh7), [HTTPS://CLCK.RU/QCWLA](https://clck.ru/qcwla).)

WE WILL SEND YOU THE DETAILED PROGRAM LATER. IN THE FRAMEWORK OF THE IX SEASON, THE NATIONAL CONTEST OF NEO-FOLKLORE CLOTHING DESIGNERS AMONG COLLEGES OF KAZAKHSTAN, AN EXHIBITION OF ITALIAN CLOTHING BRANDS, AN EXHIBITION OF UZBEK TEXTILES, A FESTIVAL OF TULIPS, ETC. IS PLANNED.

ACCORDING TO THE ANNUAL SCHEDULE, THE IX SEASON OF ASPARA FASHION WEEK WILL BE HELD FROM MAY 4 TILL MAY 8, 2022 WITH TWO OPTIONS FOR PARTICIPATION:

I. ONLINE MODE, REMOTELY (7 OUTFITS).

II. OFF-LINE MODE, LIVE SHOW WITH DESIGNER'S PARTICIPATION (10 OUTFITS).

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





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1. PHOTOSHOOT OF THE AUTUMN/WINTER-22/23 COLLECTION TO BE PLACED IN SOCIAL NETWORKS. PHOTOS OF THE 7 OUTFITS WITH A RESOLUTION OF PHOTOS NOT LESS THAN 4032 X 3024 PX.
2. VIDEO OF THE DEMONSTRATION OF THE COLLECTION OF 7 OUTFITS IN ANY FORM (CREATIVE, AT THE DISCRETION OF THE DESIGNER) SHOULD BE MOUNTED SPECIALLY FOR ASPARA FASHION WEEK (AFW) DURATION NOT MORE THAN 3 MINUTES WITH SUPERIMPOSED MUSIC WITHOUT COPYRIGHTS (MANDATORY CONDITION).
3. VIDEO ADDRESS (PRESENTATION OF THE DESIGNER) TO THE AUDIENCE AND WITH GRATITUDE TO THE ORGANIZERS OF AFW AND KIND COMMENTS ABOUT TARAZ CITY NOT MORE THAN 1 MINUTE.
4. LOGO OF OWN OR BRAND IN HIGH QUALITY, USER NAME IN SOCIAL NETWORKS (INSTAGRAM, FACEBOOK)
5. PERSONAL ARTISTIC PHOTO OF THE DESIGNER WITH HIGH RESOLUTION.

VIDEO QUALITY REQUIREMENTS: 1080P (1920×1080) VIDEO FORMAT: MP4 (H.264). FILMING SHOULD BE DONE HORIZONTALLY. THE DURATION OF THE VIDEO IS 3-5 MINUTES. THE DEADLINE FOR SUBMISSIONS IS APRIL 2, 2022.

TO PARTICIPATE IN THE SHOW OFFLINE, YOU MUST PROVIDE THE ORGANIZERS:

1. BRING A REAL COLLECTION OF 10 OUTFITS TO THE LOCATION OF THE FASHION WEEK IN TARAZ CITY.
2. PHOTOSHOOT OF THE COLLECTION FOR POSTING ON SOCIAL NETWORKS. PHOTO OF 7 OUTFITS WITH PHOTO RESOLUTION NOT LESS THAN 4032 X 3024 PX.
3. THE LOGO OF YOUR OWN OR BRAND IN HIGH QUALITY, THE NAME OF THE USER IN THE SOCIAL NETWORKS (INSTAGRAM, FACEBOOK), AS WELL AS FOR LED.
4. PERSONAL ARTISTIC PHOTO OF THE DESIGNER WITH HIGH RESOLUTION.
5. NON-COPYRIGHTED SHOW SOUNDTRACK.

THE ORGANIZER PROCESSES THE SUBMITTED MATERIAL, MAKES AN IMAGE POST ABOUT THE DESIGNER IN SOCIAL NETWORKS BEFORE THE EVENT, BROADCASTS A VIDEO OF THE SHOW ACCORDING TO THE SCHEDULE, A FEW 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 COOPERATIVE WORK WILL GIVE EXCELLENT RESULTS. WE THANK YOU IN ADVANCE FOR YOUR COOPERATION.

THERE CAN BE OBSTACLES IN SENDING OVERSIZED VIDEOS BY MAIL, WE RECOMMEND USING OUR FREE SERVICE WWW.WETRANSFER.COM.

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