

## **PRESS RELEASE 20.10.2015**

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## "COPENHAGEN FASHION WEEK CONSOLIDATES"

In collaboration and in agreement with Danish Fashion Institute, WEAR, Danish Fashion & Textile and our trade show colleagues CIFF, we are proud to announce the dates for the next three upcoming seasons of Copenhagen Fashion Week and thereby also for Revolver.

After several surveys, discussions and considerations, all operators behind Copenhagen Fashion Week have come to a conclusion regarding the three upcoming fashion week dates:

Week 5 2016 – Wednesday February 3 – Friday February 5 Week 32 2016 – Wednesday August 10 – Friday August 12 Week 5 2017 – Wednesday February 1 – Friday February 3

Those dates are the ones we find right as we are all convinced they will be most beneficial for the fashion week in both short and long term.

The outcome of the surveys and discussions with the members of the federations, exhibiting brands, buyers and press has primarily been a wish to maintain the same dates for all activities during Copenhagen Fashion Week.

The wish is to create the most optimal conditions both for the Scandinavian buyers, in order to let them do their business, and to create the best work environment for the international buyers as well, by securing them the most advantageous weekdays.

Last but not least we wish - as far as possible, to avoid any crashes with Scandinavian public holidays as well as fashion weeks and trade shows in other key fashion cities.

We are in all humbleness proud that it has been possible for all parts to come to this mutual agreement.

Our overall common goal with Copenhagen Fashion Week is to create the strongest, most effective and precise presentation and business platform for mainly Scandinavian fashion, to the benefit of the visiting buyers and press. This will lead to the success of the members and exhibitors.

Therefore we find it exceptionally positive that all operators behind Copenhagen Fashion Week have come together and are supporting this decision, as it's essential for a continuous positive development of Copenhagen Fashion Week and thereby in the interest of the entire Scandinavian fashion business.

For further information kindly contact

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