

*Press Release, 23.01.2020*

### **Fashion City – 17-23.02.2020**

**Fashion City is an “urban” project accompanying [Poznan Fashion Fair](#) to be held on 19-20.02.2020. Its main goal is the promotion of designers, fashion brands, places and events that have one thing in common – the latest fashion and trends. The project and the accompanying events are open for anyone coming to Poznan, especially those wishing to visit Poznan Fashion Fair. It will be a great complement to the trade fair event and will provide much fashion-related experience.**

The event will be co-created by designers, fashion brands, boutiques and places connected with art. All of them promote fashion in broad terms and support the statement that anything can be trendy.

The event accompanies Poznan Fashion Fair to be held on the same date, i.e. 19-20.02.2020 in the halls of MTP Poznan Expo. Participation in the fair is an excellent opportunity to establish new business contacts and purchase the latest collections, which can be then presented also in other countries. In order to exploit the potential of time that visitors will spend in Poznan, we prove that our city is just TRENDY – and the interesting program prepared by us provides an added value to the visit.

**Centrum Kultury Zamek** – the opportunity to see the exhibition entitled “Unknown Impressionism – Manet, Pissarro and their contemporaries”, to admire the works of the impressionists and to learn the subjects chosen by them such as portraits, the life of a modern city, but most of all, what is important from the point of view of fashion, the clothing trends prevailing in their era.

**COCO BOUTIQUE** – dedicated workshops entitled “Capsule wardrobe in practice”, aimed at building the customers' awareness on how to build a capsule wardrobe and how to properly select clothes. The boutique will be open during the whole event, from 10:00 to 18:00 and on Saturday (22.02.) from 10:00 to 14:00.

**CONFASHION** – night shopping and a meeting after opening hours in the boutique in one of the most beautiful places of Poznan – Paderewski Street. Registration is possible by telephone or e-mail: [info@confashion.com.pl](mailto:info@confashion.com.pl), 601 968 690.

**Anna Korytowska** – an exhibition of an original clothing collection, combined with a meeting with the designer in her Atelier in Garbary, on 17.02 at 18:00. Registration can be made at [anna@korytkowska.pl](mailto:anna@korytkowska.pl).

**Miszkomaszko** – a T-shirt screen-printing workshop. Each participant will have the opportunity to print their own T-shirt or buy cotton bags on site. The workshop will take place on 22.02 at 12:00-14:00, free admission.

**Fashion History Museum** – a curatorial tour of the exhibition “Out of sight. The history of underwear in the nineteenth century.” The museum invites you on 20.02 at 18:00. Poznan Fashion Fair participants can take advantage of a special 25% discount on tickets. Standard and discounted tickets cost PLN 12 and PLN 8, respectively.

**Novamoda** – a week of crazy prices and discounts on clothes from designers, and those who wish to enjoy shopping with a stylist should simply make an appointment by telephone with Marta Rash – 790 455 885.

**Oyca** – the jewellery brand prepared two dedicated meetings for the project participants, during which they will learn more about the design of commercial, artistic and men's jewellery, focusing on the works of Mieczyslaw Gryza. Participants will also see his studio. The first one will be held on 18.02 at 17:00 and the other on 20.02 at 18:00. Registration is possible by phone by calling Agnieszka Gryza: 696 023 047.

**PATRIZIA ARYTON** – the brand has been operating on the Polish market for 30 years. Currently, women all over the world buy the brand's clothes, and as part of the project a special promotional offer has been prepared for customers. During the project, the brand will offer a 20% discount for all those who show a ticket to Poznan Fashion Fair at the checkout or register for the Professionals' Congress.

**Stary Browar** – a place that combines art, trade and culture. The Gallery at the Courtyard of Art hosts numerous international exhibitions. The project participants will have the opportunity to see the present exhibition entitled “Daniel Lismore – I'm a Work of Art.”

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