

MELBOURNE SPRING FASHION

WEEK 30 AUG –
7 SEPT 2014

CORPORATE
HOSPITALITY
PACKAGES

MSFW CORPORATE HOSPITALITY
EXCLUSIVE PACKAGES OFFERING
THE ULTIMATE FASHION AND
HOSPITALITY EXPERIENCE



BOOK YOUR VIP EXPERIENCE AT MELBOURNE SPRING FASHION WEEK

**MELBOURNE SPRING FASHION WEEK (MSFW)
CORPORATE HOSPITALITY OFFERS YOU A
MEMORABLE EVENING OF OPULENCE, STYLE,
ENTERTAINMENT AND PREMIUM HOSPITALITY
AS WELL AS THE BEST SEATS IN THE HOUSE.**

For more information on Corporate Hospitality
or to speak with a member of the team contact:

Pamela Darragh

Phone: 03 9658 8794

Email: msfwcorp@melbourne.vic.gov.au

“Sourcing an event that will appeal to an audience that has experienced the very best is never easy. The Sales Team Marketing Group was thrilled to find that MSFW’s Corporate Hospitality program fitted our requirements perfectly. Pamela and her team were great to work with and were happy to customise our guest’s experience to our relatively demanding specifications.”

--

*Sean Lane | Account Manager
The Sales Team Marketing Group*



MSFW: DESIGNER LOUNGE

The MSFW: Designer Lounge offers a luxurious evening of fashion and entertainment for you and your guests. Prior to the runway, enjoy sumptuous canapés, grazing plates and premium wines in our exclusive lounge. Afterwards, your VIP treatment continues by experiencing MSFW: Designer runway from the best seats in the house.

ROWS A OR B \$300 PER PERSON

ROWS C OR D \$250 PER PERSON

- / 90 minute, pre-runway hospitality in the MSFW: Designer Lounge
- / VIP reserved seat in rows A to D at an MSFW: Designer runway
- / Gourmet canapés and grazing plates
- / Premium fine wines and soft beverages
- / Guest appearance from one of Australia's most renowned designers
- / Pre-runway entertainment
- / Exclusive gift

MSFW: Designer Lounge hospitality commences from 7pm for an 8:30pm runway.

RUNWAY 1 Tuesday 2 September

RUNWAY 2 Wednesday 3 September

RUNWAY 3 Thursday 4 September

RUNWAY 4 Friday 5 September

"An outstanding Melbourne night. Fabulous fashion, brilliant presentation and the Corporate Lounge was breathtakingly beautiful."

--

*Annette Allison | Public Affairs Manager |
Royal Flying Doctors Service Victoria*



MSFW: PLATINUM ACCESS

The great beauty of MSFW: Designer is its true showcase of Australia's most exceptional designer talent. With exquisite entertainment coupled with sophisticated collections the Designer Runways are not to be missed.

MSFW: Platinum Access offers an exclusive opportunity to get up close to the excitement and enjoy a runway from the best seats in the house.

ROWS A OR B \$150 PER PERSON

ROWS C OR D \$100 PER PERSON

- / VIP reserved seat in rows A to D at an MSFW: Designer runway
- / Priority Entry
- / Premium fine wines and soft beverages
- / Pre-runway entertainment
- / Exclusive gift

MSFW: Platinum Access commences at 6pm for a 6:30pm runway

RUNWAY 1 Tuesday 2 September

RUNWAY 2 Wednesday 3 September

RUNWAY 3 Thursday 4 September

RUNWAY 4 Friday 5 September

"The evening was a great success and we look forward to 2014. Traditionally, Corporate Hospitality for our clients has been at sporting events and the move to try MSFW was really well received and provided the right mix of panache and intimacy that we were looking for."

--

*Luca D'Alessandro | Business Manager |
ESPN Australia/New Zealand*





**YOU MAY ALSO BE
INTERESTED IN...
MSFW: INDUSTRY**

**MELBOURNE TOWN HALL:
MONDAY 1 SEPTEMBER**

The MSFW: Industry program will inspire you with a full day of speakers, case studies and panel discussions on a variety of topics affecting the fashion and retail industry.

Are you wondering how you can benefit from Melbourne's thriving tourism industry? Are you thinking of launching your local business into the global marketplace?

From international fashion moguls to innovative start-up successes, if you're looking to learn from the best and gain insight into what's working right now in the real world of fashion and retail, you do not want to miss MSFW: Industry.

FULL DAY SEMINAR

8:10am - 5:00pm
\$150 per person

MORNING SESSION

8:10am - 1:30pm
\$85 per person

AFTERNOON SESSION

1:30pm - 5:00pm
\$85 per person

MSFW: Industry tickets will be on-sale from Wednesday 23 July 2014 via ticketmaster.com.au

[MELBOURNE.VIC.GOV.AU/MSFW](https://www.melbourne.vic.gov.au/msfw)
[FACEBOOK.COM/MSFW](https://www.facebook.com/msfw)
[TWITTER.COM/MSFW](https://twitter.com/msfw)

