



RUNWAY SHOW - PLATINUM

(Exclusive to Runway Shows on Saturday 21 May 5,6,7,8pm ONLY)

This is the ultimate Access All Areas VIP pass. Experience front row glamour and behind-the-scenes buzz with Weekend Edition's most exclusive ticket yet, the Platinum Package. With only 10 Platinum packages available per show, get in quick to ensure you have the exclusive opp to mingle with models backstage, meet the hair and makeup teams, stylists, show callers and see a runway show in the making.

Inclusions;

- Front Row seat at premium runway show
- Pre-show Backstage Tour (exclusively available to Platinum purchase)
- Post-show drinks & canapés in the Mercedes-Benz Star Lounge
- MBFWE official event gift bag
- All day Hub access including unlimited access to the MBFWE Style Session Series
- Industry Welcome (with drink on arrival) from Emily Weight, Head of Fashion, IMG Asia Pacific

**Please arrive 40 minutes prior to the show start time as the pre-show backstage tour starts promptly 30 minutes before the show. Post-show, make your way to the Mercedes-Benz Star Lounge for 1 hour of drinks & canapés. Lock-out rules apply. Under 18's may not redeem the alcoholic beverage portion of this package.*

RUNWAY SHOW - GOLD

For the ultimate runway experience, secure an exclusive Front Row seat at Weekend Edition, and experience all the luxury and glamour of the runway.

Inclusions;

- Front Row seat at premium runway show
- Pre-show drinks & canapés in the Mercedes-Benz Star Lounge
- MBFWE official event gift bag
- All day Hub access including unlimited access to the MBFWE Style Session Series

**Pre-show Mercedes-Benz Star Lounge access commences 1 hour prior to your designated show start time. Ticket bearer is responsible for ensuring they leave Star lounge and arrive to the show by show start time. Lock-out rules apply. Under 18's may not redeem the alcoholic beverage portion of this package.*

RUNWAY SHOW - SILVER

Premium access to the event of the season, Silver ticket package holders experience the Runway magic from a highly coveted vantage point, plus the learning all the trade secrets from the Style Sessions.

Inclusions;

- 2nd or 3rd row seat at premium runway show
- MBFWE official event gift bag
- All day Hub access including the MBFWE Style Session Series

** Please arrive promptly 15 minutes ahead of your show time. Lock-out rules apply.*

RUNWAY SHOW - SHOW SEAT UNRESERVED

First in is literally best dressed with the Show ticket providing an unreserved seat within the showroom. Purchase a seat at the show for flexibility to choose your view of the runway.

Including:

- An unreserved seat in the show at your discretion come show day! (Row 4+ onwards)
- All day Hub access including unlimited access to the MBFWE Style Session Series

** Please arrive promptly 15 minutes ahead of your show time. Lock-out rules apply.*

RUNWAY PHOTOGRAPHY MASTERCLASS

Go behind the lens and learn how to capture runway moments like a pro with a masterclass from an industry expert. Put your camera skills into action from the media riser at the top of the runway. Don't forget all day Hub access is included in this pass, which gives you unlimited access to the MBFWE Style Session Series.

The Runway Photography Masterclass sessions as follows; Saturday 21st May at 5:30pm, 6:30pm or 7:30pm

**Please arrive 15 minutes prior to the Masterclass start time. A seat is not reserved at the runway show. The ticket bearer will be located on the Media Riser in order to photograph for the duration of the runway show. Ticket holder must bring along own camera.*