

DHL Exported launched to help local designers

DHL, together with IMG Fashion, has announced the launch of a new programme: DHL Exported to support the fashion industry worldwide.



The programme was launched to help designers who are already established in their local market and are gaining momentum internationally, to further their global footprint via the world's most powerful fashion week platforms.

Designers from around the world will submit an application package and select a foreign event of their choice: Mercedes-Benz Fashion Week in New York, London Fashion Week, Milan Fashion Week or Mercedes-Benz Fashion Week Tokyo. A committee of regional experts in each of these markets will review applicants and decide which designer demonstrates the most promise to benefit from debuting his collections at the event.

DHL will sponsor a chosen designer for two consecutive seasons at each of the four fashion weeks. Designers will receive a guaranteed spot on the schedule along with a funded and produced runway show. DHL will also underwrite all logistic costs of producing the collection (i.e. international shipping and export of hard goods) as well as exporting the collection to New York, London, Milan or Tokyo for the designers' runway debut.

IMG Fashion will open up the application process from 17 February to 2 April 2014, at www.DHLExported.com. Finalists will be chosen in April for committee review and winners will be announced at exclusive press events in New York, London, Milan and Tokyo in May.

Assist in breaking down international barriers

"DHL Exported will assist in breaking down international barriers for fashion's brightest talent. DHL's unsurpassed commitment to supporting the needs of fashion professionals will foster the designers' brand in new markets by enabling them to debut their collection on the runway in either New York, London, Milan or Tokyo," said Arjan Sissing, senior vice-president corporate brand marketing, of Deutsche Post DHL.

Charles Brewer, MD of DHL Express sub-Saharan Africa said: "We are excited to extend the benefits of our global partnership with IMG Fashion Week to Africa. The DHL Exported platform is a great opportunity to connect our wonderful local designers in Africa to the global fashion capitals of the world."

After the four winners have been announced in late May, DHL will support the designers' journey from the outset of transporting fabrics and supplies for the collection to shipping the completed collection to the runway. To extend the reach and further support each designer, DHL and IMG Fashion are also creating a

online portal that allows the designers to sell and ship their fashions around the world.

Application, programme details, and nominating committee details are available at DHLExported.com. DH Exported is supported by IMG Fashion, the British Fashion Council, Camera Nazionale Della Moda, and Japan Fashion Week.

During each Fashion Week, on-site stands will further promote the designer and allow attendees to browse through the designs and place orders. In addition, DHL and IMG Fashion will host leadership discussion panels at each fashion week about latest topics relating to the growth and development of fashion globally including the influence of e-commerce. These discussions will feature industry experts, designers, buyers and journalists.

For more, go to www.DHLExported.com

For more, visit: <https://www.bizcommunity.com>