

# SHANGHAI FASHION ZOO 时髦圈儿

FASHION IS A PART OF LIFE !

2019 . 06

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# 中国首场真正意义上的时尚嘉年华震撼来袭！

Join China's Foremost Fashion Extravaganza!



#联手**100+**艺术家共同诠释时尚、艺术、潮流生活的沉浸式体验盛会！

#**4天3夜**带来世界级时尚秀场，艺术大展，联动**200+**品牌、业界大咖及意见领袖、明星等打造**100+** pop up store；互动打卡，潮流限量单品，业界大咖分享，时尚大秀不断，一大波一线明星来袭... 点燃时髦盛夏！

With 100+ artists, FASHION ZOO will immerse you in a truly unforgettable fashion, arts and lifestyle experience!

Over the course of three nights and four days, world-class fashion shows and 100+ pop-up displays will define the space, alongside 200+ brands and trendy limited editions, interactive exhibits, engaging lifestyle seminars and talks by experienced industry icons, centerpiece fashion shows day and night, A-list celebrities and much more besides... Usher in an epic summer with FASHION ZOO!

# 目标人群 TARGET MARKET



80 90 00 后

热爱时尚、艺术、潮流的消费主力军

Millennials are the main consumers, who keenly adhere to fashion and art

定向VIP邀约: 10,000人

10,000 visitors to be invited as VIPs

\*包含行业协会、资深媒体、KOL、买手、设计师、电商平台、商业地产等业内定向邀请

Including industry associations, media, KOLs, buyers, designers, online platforms and commercial real estates, etc.

# 地点 VENUE

上海展览中心

**SHANGHAI EXHIBITION CENTER**

静安区中心位置 The Landmark of Jing'an District

世界级活动地标 World Class Venue

全球新品首发地核心地标

Shanghai-Global Debut Destination

预计参观人次：10万 Expected Visits: 100,000

**支持机构 SUPPORTED BY**

上海市广告协会

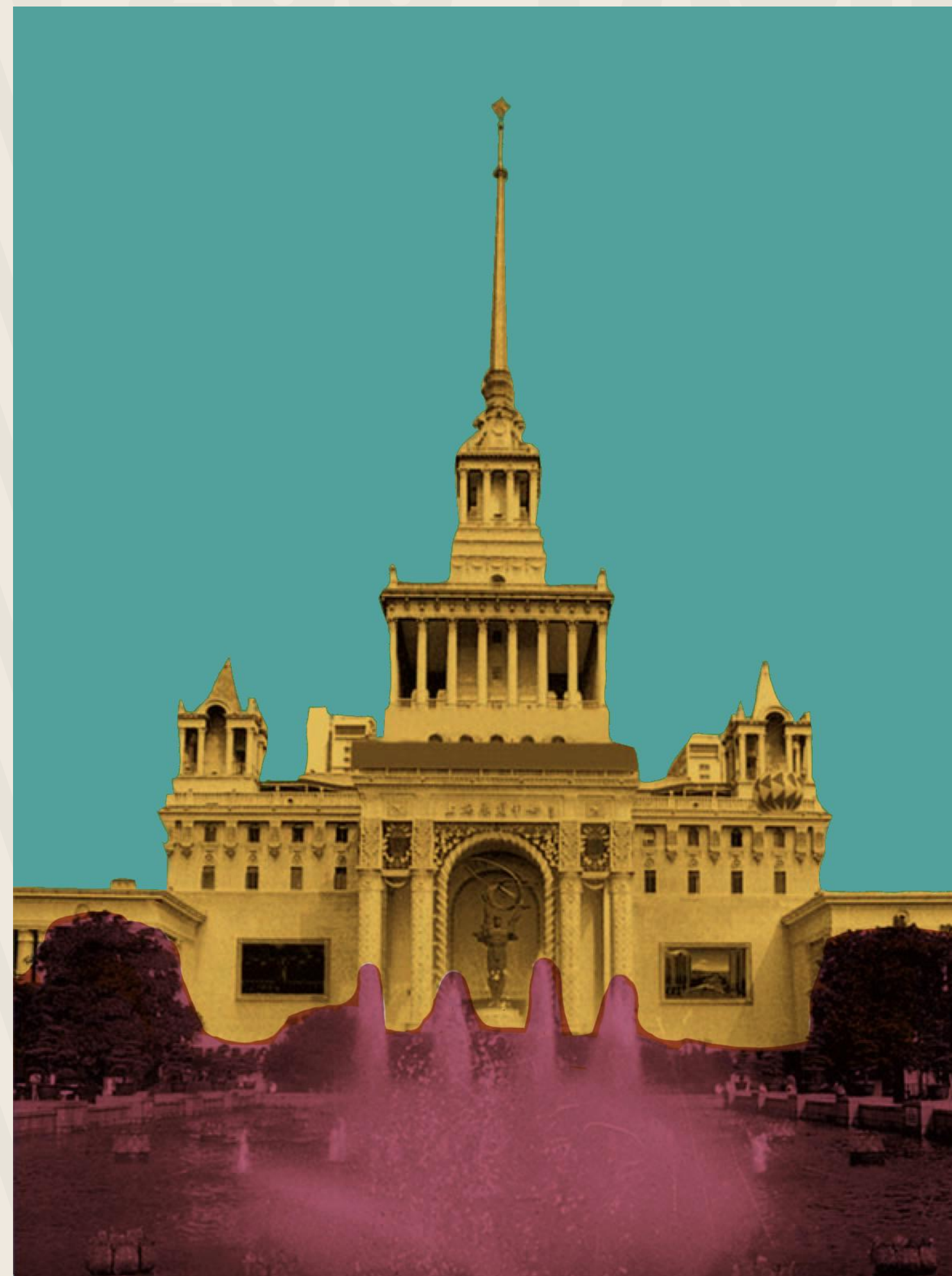
**SHANGHAI ADVERTISING ASSOCIATION**

上海展览中心

**SHANGHAI EXHIBITION CENTER**

上海市静安区文化创意产业协会

**SHANGHAI CREATIVE INDUSTRY ASSOCIATION**



# 核心团队介绍 ABOUT US



创始人  
**AMY FAN**  
范骁骁

英国伦敦大学学院 (UCL) 经济学硕士，Fairy Group 整合营销文化传播公司创始人，同时打造了FAIRY自媒体平台，目前已与全球数百家品牌达成合作。曾担任红毯APP市场总监，整合相关资源，与知名企业伙伴展开合作，并策划极富有创意的合作方案。对新媒体，泛娱乐行业以及品牌构建方面理解深刻。

Graduated from UCL M.Ec, Amy is the founder of Fairy Group (Shanghai) Culture Communication Co., Ltd and new media platform FAIRY, which has cooperated with hundreds of brands. Amy used to be the marketing director of RECACHINA APP, responsible for integrating resources, creative planning and cooperating with well-known enterprises. Amy has a deep understanding of the new media and pan-entertainment industry as well as branding.



**RENÉ CÉLESTIN**

作为巴黎OBO、伦敦OBO和纽约PROJECT公司的创始成员和管理合伙人，曾多次担任维秘大秀的创意总监。他合作过非常多的国际品牌客户，其中包括GUCCI, M.A.C, OFF WHITE, FARFETCH, ELIE SAAB, ARMANI, BALENCIAGA, RALPH LAUREN, TOM FORD, GIVENCHY, CHLOE, BRIONI, CELINE, CERRUTI,等。

René Célestin is the founding member and managing partner of OBO PARIS, OBO LONDON and PROJECT NEW YORK. René has served as Creative Director of the renowned Victoria's Secret Fashion Show for over a decade now. His international clients include the likes of GUCCI, M.A.C, OFF WHITE, FARFETCH, ELIE SAAB, ARMANI, FENTY X PUMA BY RIHANNA, BALENCIAGA, RALPH LAUREN, TOM FORD, GIVENCHY, CHLOE, BRIONI, CELINE, CERRUTI, AMI, among many others.



**MICHAEL CHENG**  
郑迈克

美国哥伦比亚大学比较艺术博士，拥有25年以上时尚与艺术跨界行业经验；任职纽约当代美术馆(MoMA)期间，担任纽约时装周运营主管。并担任上海高级定制周(Shanghai New Couture Week)运营总监，“行动亚洲”-国际零皮草基金会 (Act Asia, Fur Free Foundation)专项顾问，上海国际时尚与科技论坛嘉宾，并担任上海大剧院金牌讲师，凤凰艺术，时尚芭莎等时尚艺术媒体的特邀嘉宾。

Dr. Michael is graduated from Columbia University and has more than 25 years experience in fashion and art industry. He was the operation supervisor of New York Fashion Week when employed in MoMA. Now, He is the Operation Director of Shanghai New Couture Week, the supervisor of Act Asia, Fur Free Foundation, the speaker of Shanghai International Fashion and Technology Forum, leading lecturer of Shanghai Grand Theatre and the guest of fashion and art media like artifeng, BAZAAR, etc.



**HUGH SCRIMGEOUR**

Hugh曾任伯爵府奥林匹亚会展集团 (ECO) 的董事长兼总裁、英国时尚协会 (BFC) 的兼职顾问、欧洲大型展览馆管理协会 (EMECA) 的副总裁，曾在英国塔苏斯集团 (Tarsus Group PLC) 管理中国展览事务。现任塔苏斯集团中国区非执行董事长和上海国际展览中心有限公司董事。Hugh推动了组建上海新国际博览中心 (SNIEC) 合资企业事宜。被任命为国家会议展览中心 (上海) 的设计咨询专家，新深圳会展中心 (SZCEC) 的设计标准顾问，郑州市会展经济发展顾问，郑州新国际会展中心(ZNICEC)设计咨询顾问。

Hugh was the Chairman and Managing Director of Earls Court Olympia Group (ECO), the part time advisor of British Fashion Council (BFC), and the Vice President of the European Major Exhibition Centres Association (EMECA) and now, Hugh is the chairman of Tarsus Group PLC. Hugh led joint venture negotiations for Shanghai New International Exhibition Centre (SNIEC). He was appointed as an advisor by municipal governments in Shanghai, Shenzhen and Zhengzhou, on the design of National Exhibition and Convention Center (Shanghai), Shenzhen Convention and Exhibition Centre (SZCEC) and Zhengzhou New International Convention and Exhibition Centre (ZNICEC).



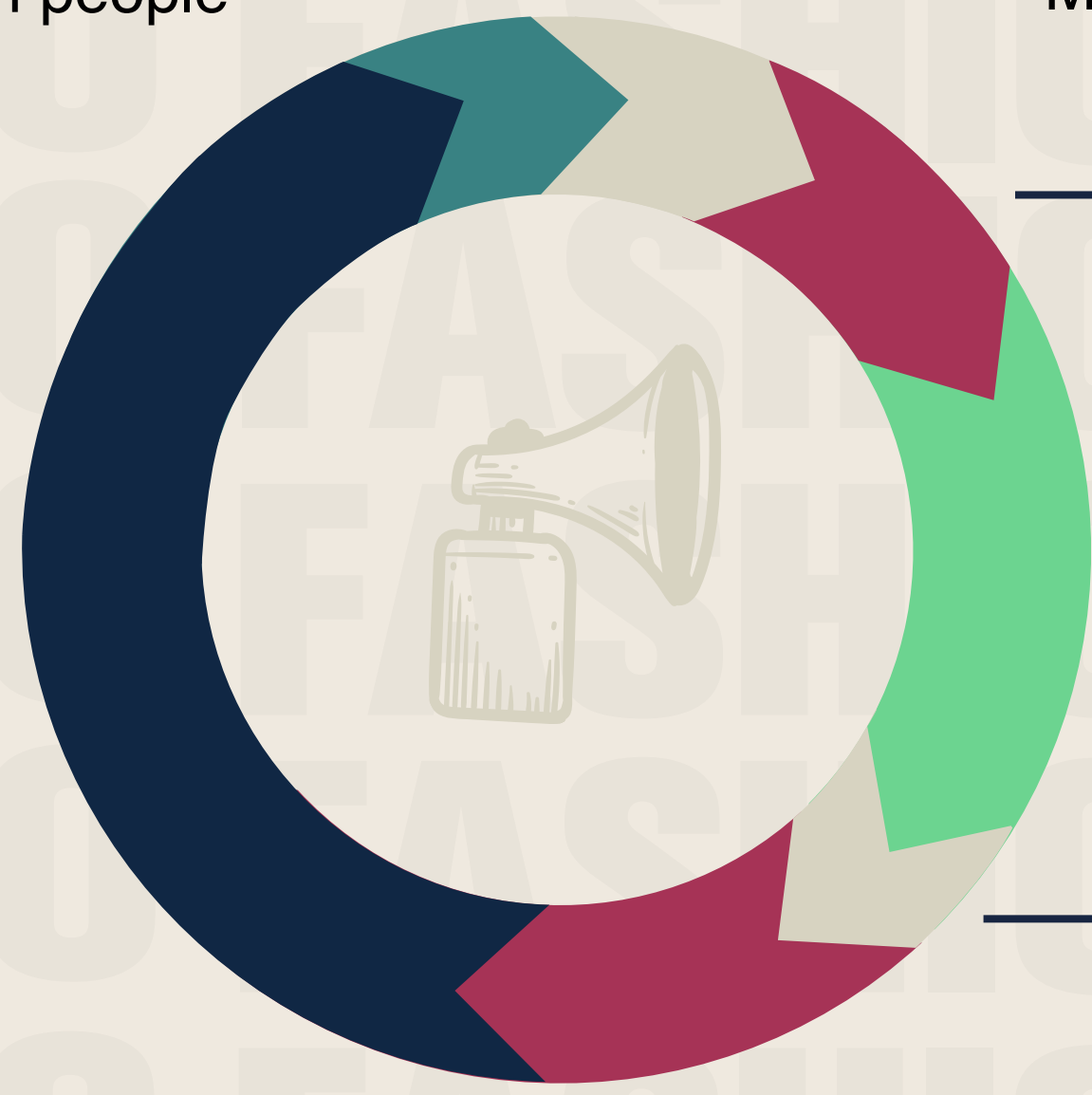
**TONY CHAN**  
陈炯铨

毕业于香港科技大学EMBA。近30年广告行业经验，曾任职于电通扬雅、灵狮等4A公司，并于1997年期间创下惊人的2亿商业拓新业绩。2007年成功为PPW公司拿下2008北京奥运会的独家授权礼品代理。曾服务于德商优尼博览、新比士康、出任APAX川力高管，主力负责一线品牌及知名企业的活动策划执行。

Graduated from EMBA of Hong Kong University of Science and Technology, Tony has more than 30 years experience in the advertising industry. He was employed in 4A advertising companies like Young & Rubicam and Lintas. He made a business deal of 200 million in 1997 and worked as the exclusive agent of gifts for 2008 Beijing Olympic Games. He served Uniplan, Bizcom and was appointed as the senior executive in APAX, responsible for planing and execution of branding events.

# 预计触达人群：近5亿

Reaching roughly half a billion readers



户外广告，预计辐射**1020万人**

Outdoor advertisements value 10.2 million people

平面、网站、APP专属banner，预计辐射**3100万人**

Magazines, websites, APP banners, reaching 31 million people

**50+明星大咖**，预计辐射**1亿6千万人**

50+ celebrities and icons, reaching 160 million people

**200+KOL**，预计辐射**5100万人**

200+ KOLs, reaching 51 million people

**30+视频媒体**，预计辐射**1亿2千万人**

30+ broadcast media reaching 120 million people

**2000+国内外新闻发布**

预计辐射**7000万人**

2000+ global press release coverage

Reaching 70 million people

**170+到场媒体**，预计辐射**5125万人**

170+ media reports, reaching 51.25 million people



蔡徐坤  
weibo: 2309万  
red: 224万



易烊千玺  
weibo: 7213万



王俊凯  
weibo: 7185万



吴亦凡  
weibo: 4590万



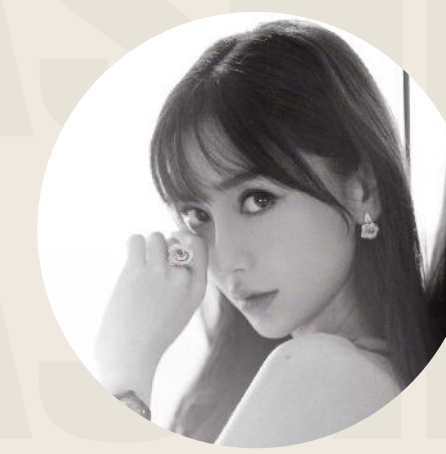
王源  
weibo: 7255万



朱一龙  
weibo: 1493万



鹿晗  
weibo: 6010万



杨颖Angelababy  
weibo: 10033万  
red: 179万

# 一线明星、流量艺人、国际名模助阵；口播祝福制造热点话题，活动现场助力打call！

A-list celebrities, influencers and supermodels are behind FASHION ZOO



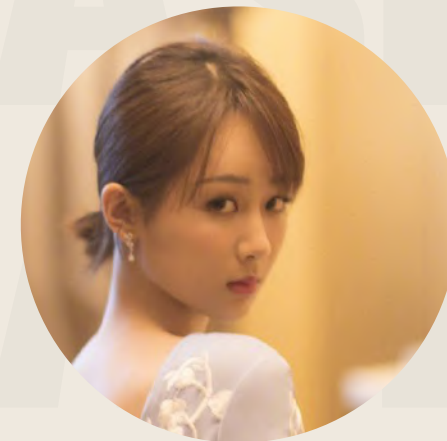
张艺兴  
weibo: 4631万



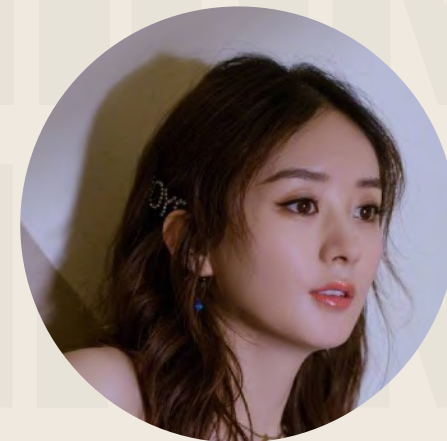
杨洋  
weibo: 4745万



宋茜  
weibo: 3939万



杨紫  
weibo: 4425万



赵丽颖  
weibo: 8454万



杨幂  
weibo: 10377万



迪丽热巴  
weibo: 6269万



陈伟霆  
weibo: 3702万



华晨宇  
weibo: 3112万



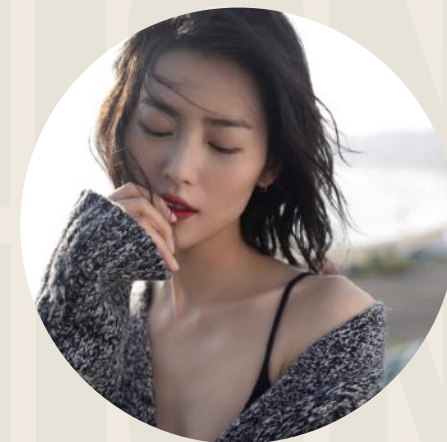
郑爽  
weibo: 401万



陈奕迅  
weibo: 2119万



李灿森  
weibo: 84万



刘雯  
weibo: 2406万



杨超越  
weibo: 671万  
red: 15万



包贝尔  
weibo: 1243万



范丞丞  
weibo: 1111万  
red: 131万

\*部分拟邀名单 Invitation List: TBC



**Franck Paglieri**  
法国知名艺术家



**Anne Marie Gaspar**  
法国制伞女王



**Jean Barthélemy Bokassa**  
旅法非洲艺术家



**武旌**  
潮流新锐设计师



**Hayden Kays**  
英国时尚艺术家

## 具有影响力的世界级中外艺术家阵容

Internationally-renowned artists



**陈元隆**  
中国当代艺术家



**Françoise Lemaître-Ieroux**  
法国国宝级画家



**Christophe Lemaître**  
Dior第一任珠宝设计师



**Benoit Dutour**  
法国当代艺术大师



**丁兆中**  
中国新生代艺术家



**Annabelle**  
中国名媛艺术家



**李诗润**  
中国知名艺术家



**高青**  
中国创作才女



澳门全艺社



上海青年艺术博览会

\*部分名单展示 Partial artists list





**gogoboi**  
weibo: 945万  
red: 4.7万



**Dipsy迪西**  
weibo: 708万  
red: 3.4万



**Fil小白**  
weibo: 444万  
red: 3.8万



**WENJUNLAU**  
weibo: 80万  
red: 2.3万



**七爷Jessi**  
weibo: 175万  
red: 3.5万  
Douyin: 5.0万



**吴大伟DvWooooo**  
weibo: 990万  
Douyin: 19.2万



**aki猫咪**  
weibo: 463万  
red: 14万



**阿布\_BXQ**  
weibo: 226万  
red: 1.2万



**Nikki-Min**  
weibo: 298万  
red: 13万



**李YI桐\_Livian**  
weibo: 181万

**现场直播计划：# 总计200+ KOL邀约到场，最大化线上社交媒体驱动力！**

**# 同时设有 #现场专属直播间#，助力品牌以最快速度触达目标人群！**

**200+ key opinion leaders will be doing live video streaming on social media onsite**



**蔡珍妮**  
weibo: 161万  
red: 1.9万  
Douyin: 1.5万



**Ethan-007**  
weibo: 155万



**吴佳Yeah**  
weibo: 31万  
Douyin: 4.5万



**包公子姐儿**  
weibo: 214万



**陈嘉歆\_嘴哥哥**  
weibo: 21万



**严恺文**  
weibo: 4万



**买手客**  
weibo: 11万



**左岸潇**  
weibo: 378万  
Douyin: 2.0万



**艾克里里**  
weibo: 924万  
Douyin: 169.2万



**郑鑫**  
weibo: 109万  
Douyin: 5.0万



**冯娃娃Avivi**  
weibo: 119万  
Douyin: 5.0万



**杜一妮**  
weibo: 122万



**苏小豪**  
weibo: 247万



**pinklu卢小彘**  
weibo: 124W  
Douyin: 33.9万



**澄澄**  
weibo: 102万  
red: 2.2万  
Douyin: 1.0万



**沐夏**  
weibo: 100万  
red: 5万



**Sonya**  
weibo: 80万  
red: 73万



**糖晓华Nami**  
weibo: 129万

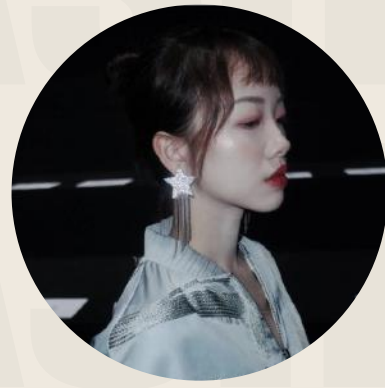


**陈靖川**  
weibo: 103万  
red: 1万  
Douyin: 171.4万



**庞莹**  
weibo: 22万

\*部分拟邀名单 Invitation List: TBC



**Kakakaoo-**  
weibo : 945万  
red : 11万  
Douyin : 330.6万



**fashionbaby**  
weibo : 360万



**韩韩Luckycup**  
weibo : 139万  
Douyin : 1.1万



**long-lena**  
weibo : 138万



**LuciaA\_Liu**  
weibo : 164万  
Douyin : 3.8万



**李米MILI**  
weibo : 117万  
red : 2.2万



**-yu1tubaby**  
weibo : 102万  
Douyin : 1万



**Yuna\_针针**  
weibo : 112万

**现场直播计划：# 总计200+ KOL邀约到场，最大化线上社交媒体驱动力！**

**# 同时设有 #现场专属直播间#，助力品牌以最快速度触达目标人群！**

200+ key opinion leaders will be doing live video streaming on social media onsite



**唐逸雯Even**  
weibo : 233万  
red : 16万  
Douyin : 66.2万



**仇仇-qiuqiu**  
weibo : 506万  
red : 2.4万  
Douyin : 6.6万



**辰TK**  
weibo : 302万  
red : 25万  
Douyin : 207.7万



**胡逸尘**  
weibo : 88万



**彩妆小兔几**  
weibo : 33万



**费清\_Yuki**  
weibo : 91万  
red : 2.3万  
Douyin : 1.1万



**李佳琦Austin**  
weibo : 163万  
red : 386万  
Douyin : 1849.8万



**Chloe林瑾希**  
weibo : 119万  
red : 2.1万



**我是YEAH老师**  
weibo : 33万  
red : 99万



**三文鳗粒**  
weibo : 60万



**-谢里欧-**  
weibo : 49万  
red : 11万



**Yu鱼小娇**  
weibo : 54万  
red : 34万



**学姐佳妮**  
weibo : 41万  
red : 6.1万  
Douyin : 9.1万



**沧末Leila**  
weibo : 27万



**VV小妹\_**  
weibo : 46万  
red : 4万



**Claire小爱**  
weibo : 244万  
red : 23万  
Douyin : 12.2万

# 现场实时报道计划：特邀媒体记者现场采访，每天报道不停歇！

Journalists and reporters to be invited for real-time interviews onsite



\*部分现场实时报道名单  
Partial Media List



\*现场同时设有媒体专访空间  
Interview Studio

# 世界顶级秀场 FASHION SHOW

官方日程安排将于6月初公布 Official schedule will be announced in June

拟定走秀日程 Schedule Draft : 周五-周日 Friday-Sunday 13:30\* 14:30 15:30\* 16:30 17:30\* 19:00\*

6月27日 (周四)

June 27 (Thur.)

## 开幕大秀 Opening Party

国际知名品牌开幕大秀  
Opening show of  
world-renowned brand

开幕派对  
Opening party

6月28日 (周五)

June 28 (Fri.)

## 国际品牌日 International Day

国际设计师品牌  
International designer  
brands

潮流趋势发布  
Fashion trends

6月29日 (周六)

June 29 (Sat.)

## 中国品牌日 China Day

本土品牌  
Local brands

潮牌及设计师品牌  
Street fashion and designer  
brands

明星主理人品牌  
Celebrity-conceived brands

6月30日 (周日)

June 30 (Sun.)

## 第一“聚”场 First Looks

跨界首发  
Crossover collections

新品首发  
New collections

新锐品牌  
New brands

闭幕大秀  
Closing show

注：优先选择带\*号的走秀场次，其他场次为预备场  
Priorities the time slots with “\*”, other ones are for back-up shows

# 主题时尚沙龙 FASHION TALK

拟定讲座日程 Schedule Draft : 周四 Thursday 14:00 周五-周日 Friday-Sunday 14:00 16:00

6月27日 (周四)

June 27 (Thur.)

亚洲时尚业态  
趋势变革  
**Asian Fashion  
Trends**

6月28日 (周五)

June 28 (Fri.)

时尚行业大咖分享

**Industry Talk**

知名品牌主理人/设计师分享  
Panelists: Well-known brand-  
owners/designers

时尚业的可持续发展  
Sustainable development of the  
fashion industry

分享时尚消费业的发展趋势  
Development and trend of the  
fashion industry

6月29日 (周六)

June 29 (Sat.)

民族品牌“新”潮澎湃

**China Power**

中国民族品牌主理人分享  
Panelists: Chinese local  
brand-owners

中国民族品牌在时尚行业的  
发展趋势  
Development and trend  
of Chinese local brands in  
the fashion industry

6月30日 (周日)

June 30 (Sun.)

对话“圈儿内人”

**Fashion Insiders**

时尚业内人士、买手和  
意见领袖对话  
Panelists: fashion insiders,  
buyers, key opinion leaders

社交媒体对时尚品牌重要性  
The importance of social  
media for fashion brands

# 世界级IP首发 FIRST RELEASE

## 时尚殿堂级IP Karl Lagerfeld

**Karl Lagerfeld致敬首展**  
展示时尚大帝最完整的传奇人生  
与时尚杰作  
Universal symbol of fashion -  
Karl Lagerfeld  
A special exhibition of Karl's legendary  
life and extraordinary legacy

\*Officially authorized



## 艺术殿堂级IP Da Vinci达·芬奇 500周年首发预展

时尚与艺术的完美跨界  
意大利达·芬奇博物馆官方授权  
Celebrating the 500th commemorative  
anniversary of Leonardo da Vinci  
A perfect combination of fashion and art  
Officially authorized by the Leonardo3 Museum

## “中国创造”大型艺术IP Amazing Panda “潘哒”的艺术游行

全球**56位**知名艺术家运用民族元素为灵感的  
全新艺术表达

A large-scale art installation “Created in  
China” — AMAZING PANDA  
56 international artists will participate with  
inspirations from the magnificent Chinese  
ethnic culture



# 100+ POP UP

多维度呈现全球 #时髦生活趋势# present the most fashionable lifestyle trend

## 30% BEAUTY MUSEUM 美力博物馆

知名彩妆 Beauty expert  
国货精选 China face  
新锐及欧美小众品牌 Niche brand  
维他命实验室 Vitamin lab  
造型工具 Beauty tool  
知名电商平台 E-commerce platform  
...



## 50% FASHION THEATRE 时尚剧场

国际品牌 International brand  
本土品牌 Chinese brand  
新锐设计师及欧美小众品牌 Fresh chic  
运动系列 Gym fashion  
知名电商平台 E-commerce platform  
...



## 10% SMART LIVING 时髦生活美学

生活美学 Lifestyle  
科技小家电 Home tech  
时尚家居设计品牌 Home design  
潮流汽车等 Car  
...



## 10% FINE DINE & WINE 让嘴巴“环游”世界

来自全世界的美食美酒  
Collection of the finest food  
from all over the world



# 强势品牌阵容 BRANDS LINE-UP

目前已有**200+**国际品牌入驻FASHION ZOO 200+ brands have already joined FASHION ZOO

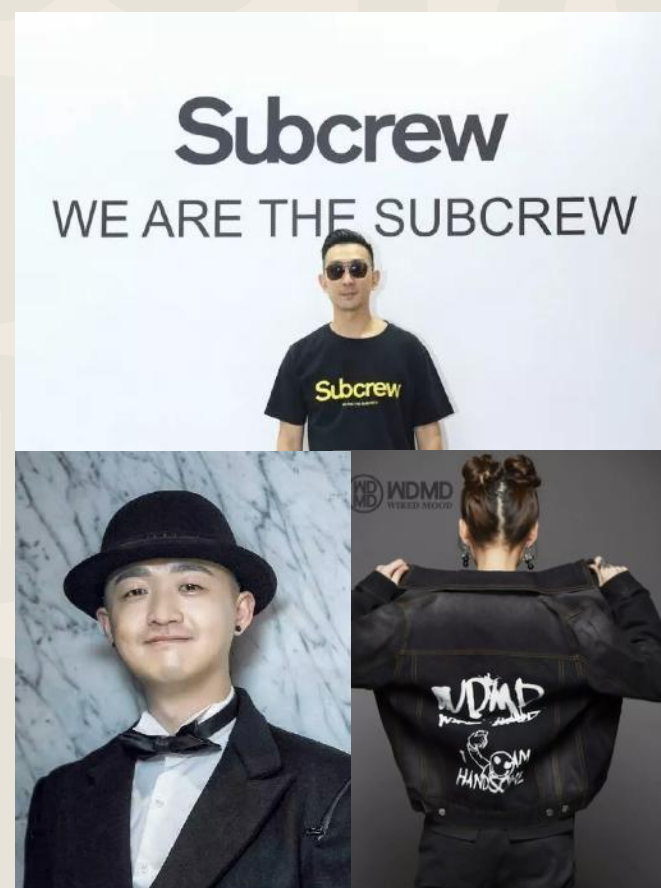
## Karl Lagerfeld

# 致敬时尚大帝的中国时尚首展  
# 亚洲首秀



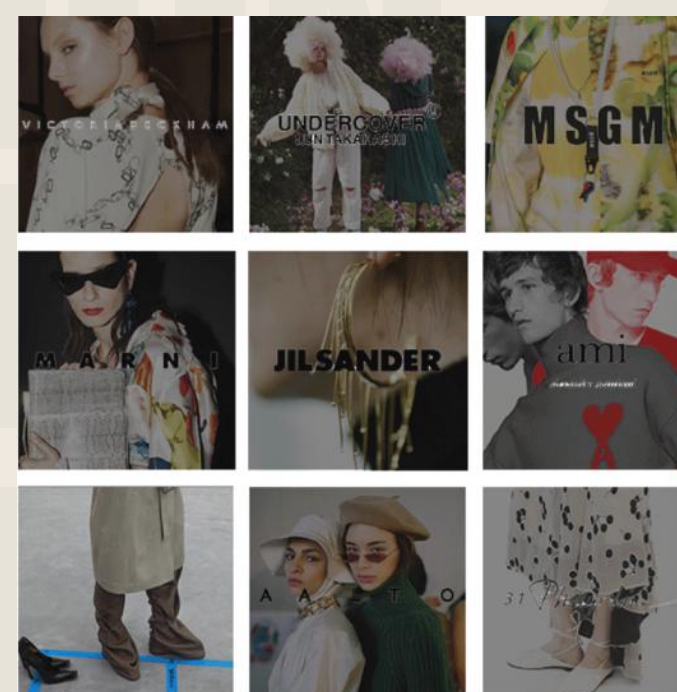
## 众多明星潮牌

Celebrities' brand  
包贝尔、李灿森等已携自创潮牌加入



## 时尚买手店the bálancing

拥有200+国际品牌的“明星的私享衣橱”  
With 200+ International brands  
The most fashionable buyer shop  
the bálancing



## 60+国际showroom 及小众时尚品牌

60+ International showroom  
and niche brand



## 20+ 来自全世界的美食美酒

Fine Dine & Wine



## 世界龙头时尚电商 YOOX

Well-known fashion online shop



## 全球知名美妆电商 Lookfantastic

Well-known UK beauty online shop



## 10+来自欧美的时髦生活美学品牌

Lifestyle brand from worldwide

# 全球最专业的空气净化器品牌AirO、厨房界的“爱马仕”SMEG复古冰箱、美国破壁料理机界的顶级领军品牌Blendtec等加入



\*详细资料请见[www.fashionzoo.com](http://www.fashionzoo.com)，不断更新中  
Please see the website for more updates



# 宣传计划 PROMOTION TIMELINE

## 3月 - 票务上线

# 9大平台首波预热  
March - Online ticketing for first promotion on nine platforms



## 5月- 预热阶段

# 引爆全城热点  
媒体多维度宣传报道  
明星、kol 等发出定向邀约

May - Warmup stage: media promotion with multi-dimensional angles. Invitation to celebrities and KOLs

SHANGHAI  
FASHION  
ZOO  
时髦圈儿

## 6月27-30日

**FASHION ZOO is ON!**  
众星云集，掀起盛夏时髦浪潮！

27-30 June - FASHION ZOO show launch  
Time to usher in an epic summer!

## 4月 - 活动小程序上线

# 预约看秀，正式启动  
April - The launch of WeChat mini-programme with online reservation system of fashion show

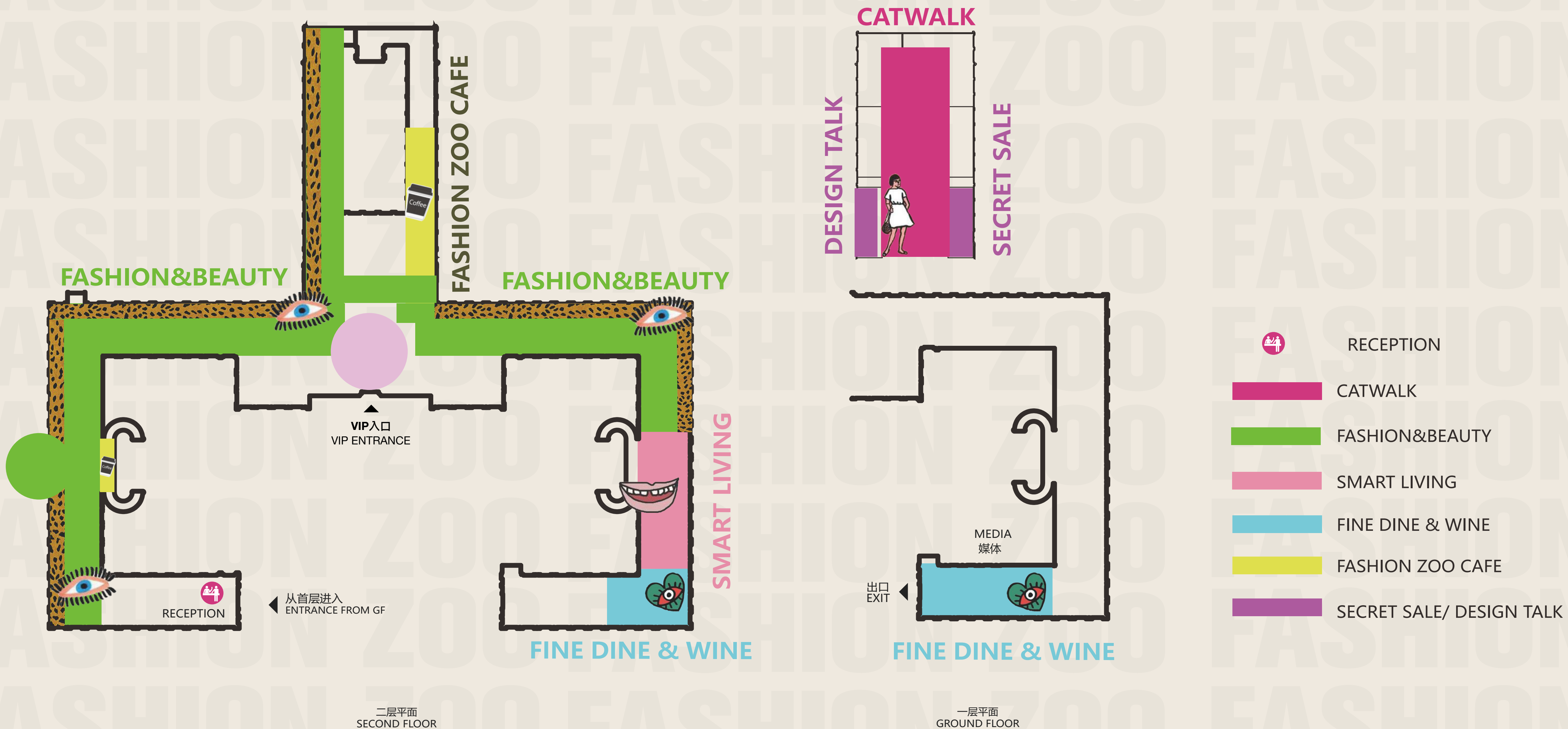
## 6月 - 官方发布会 地标广告启动

# 火力全开  
持续传播报道直至活动发生  
June - Official press conference & outdoor advertising  
Non-stop event promotion and coverage until the kick-off of FASHION ZOO

- 外滩大屏幕
- 延安中路道旗
- 上海展览中心等
- Big screen on the Bund
- Road flags on Middle Yan'an Road
- Shanghai Exhibition Center, etc

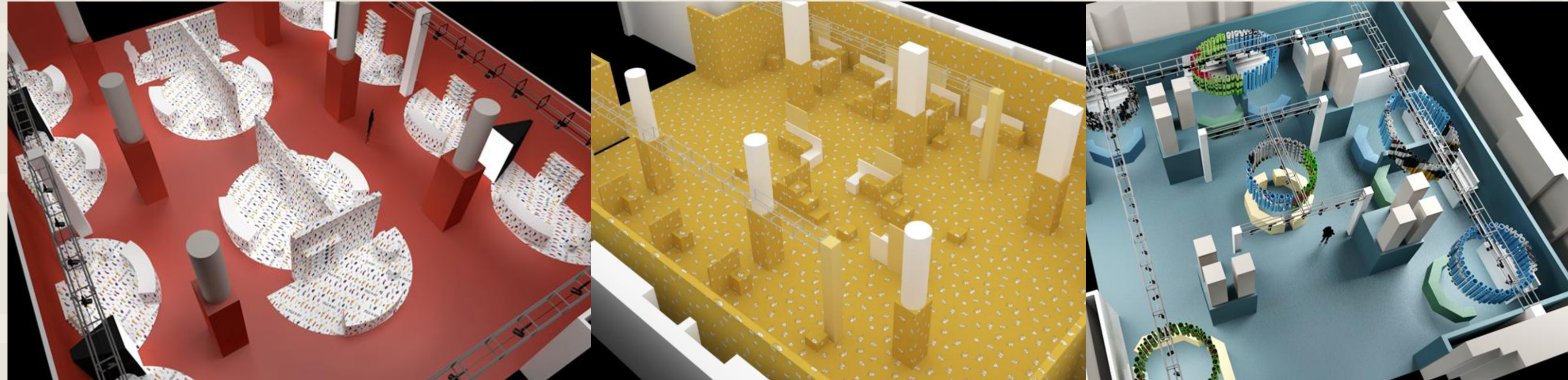


# 平面图 FLOOR PLAN

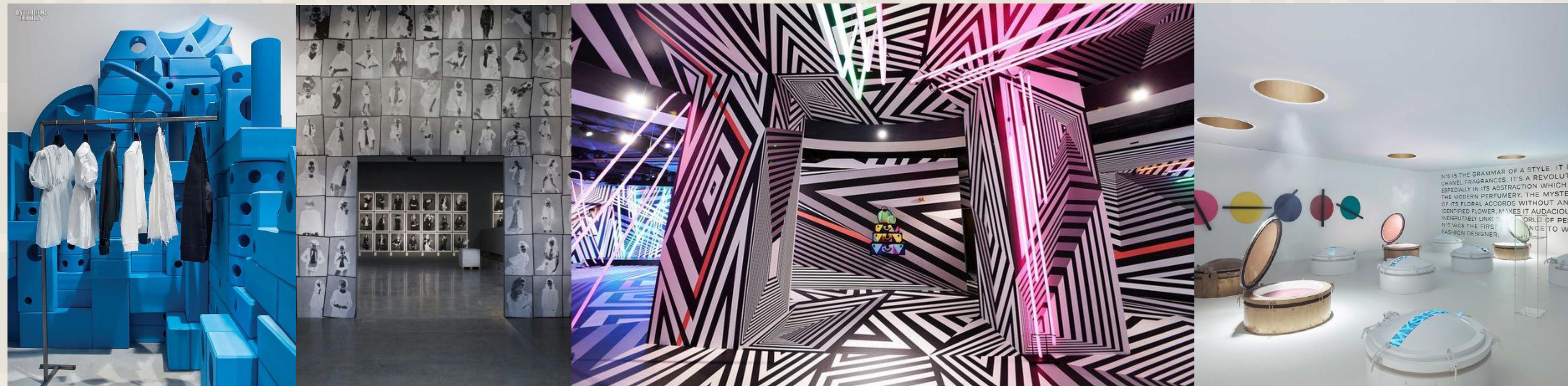


# JOIN US

FASHION ZOO 专属定制空间 Exclusive customized space



FASHION ZOO 自建空间 Self-built space



# JOIN US

## 白天场次 Day Time

## 白天场次 Day Time

## 晚间场次 Night Time

## RENÉ 执导世界级秀场 Directed by RENÉ

中国三大时装周知名秀导团队  
(定装、排练、音乐编辑、  
后场管理)

**20**名走过中国三大时装周的中外专业模特

Renowned show director team from Chinese primary fashion weeks  
20 professional Chinese/foreign models from primary fashion weeks

中国三大时装周知名秀导团队  
(定装、排练、音乐编辑、后场管理)

**20**名走过中国三大时装周的中外专业模特  
**30+**国际媒体宣传及报道，现场直播

Renowned show director team from Chinese primary fashion weeks  
20 professional Chinese/foreign models from primary fashion weeks  
30+ local & international media coverage

RENÉ亲自带领的世界一线秀导团队 (定装、排练、音乐编辑、后场管理)

**20**名走过国际时装周及参与世界级大牌拍摄的名模

(含**2-3**名国际T台一线模特)

**100+**国际媒体宣传及报道，现场直播

名人明星、KOL代邀 (指定邀约车马费由品牌方承担)

\*申请截止日期：4月底

Exquisite show director team from Paris  
20 Chinese/foreign top models with international catwalk appearance (including 2-3 international super models)  
100+ local & international media coverage  
Celebrities & KOLs invitations (fees not included)  
\*Deadline of application: End of April

**世界级舞美搭建 + 灯光音响** World-class stage design, PA & lighting

**提供专业执行团队 (音控、灯控、场控)** Professional technicians & on-site staff

**提供后台团队辅助 (妆发造型、穿衣工)** Stylists, dressers, back stage helpers

**提供前台团队辅助 (登记签到、迎宾、VIP接待、礼物发放)** Reception assistance at the front desk

**提供秀款高清原片 + 视频母片素材 (不含花絮)** Raw look shots & pre-edited video footage

**签到板及品牌主背景墙影像制作 (品牌提供设计稿)** Logo wall raw material printout (content provided by clients)

最终内容以合同为准，主办方保有最终解释权

Final terms and conditions are to be shown in the contract & the organizer reserves the right for the ultimate legal interpretation.

# 合作权益 BENEFITS

1. 活动手册露出：以电子版或纸质版形式
2. 活动地图露出：现场以及小程序
3. FASHOIN ZOO的微信及网页露出
4. 入场门票**30**张
5. 贵宾门票**10**张
6. **200+**媒体新闻稿曝光
7. 现场背景板logo露出
8. 不同版块媒体报道合集
9. 现场LED广告位**5-10秒**滚动播放
10. 现场采访机会（视品牌而定）
11. 参加现场沙龙机会（视品牌而定）
12. 价值5w的FAIRY微信推文机会  
(适用于30平米或以上面积的光地)

1. Exposure on the event booklet in digital or print form
2. Exposure on the event map (onsite and on WeChat mini-programme)
3. Exposure on the WeChat and website of FASHION ZOO
4. Entry ticket x 30
5. VIP ticket x 10
6. Name mentioned in more than 200 press release
7. Exposure on the logo backdrop onsite
8. Exposure in the collection of news coverage on different sections
9. Advertisement from 5 - 10 seconds on LED screen onsite
10. Opportunity of being interviewed onsite (Depends on the brand)
11. Opportunity of attending salons onsite (Depends on the brand)
12. Opportunity of a promotional post on the WeChat of FAIRY (For raw space: 30 square meters or more)

# 部分拟邀媒体 POTENTIAL MEDIA

一线媒体现场报道，到场媒体100+，最大化传播影响力！

Covered by renowned media, 100+ media will be invited to maximize the event influence!



# 部分拟邀媒体 POTENTIAL MEDIA

近百家门户网站及新媒体发布活动报道，覆盖千万用户  
About 100 portals and new media report the event, reaching to millions of users



\*拟邀名单 Media list: TBC

# 部分拟邀媒体 POTENTIAL MEDIA

100+ 社交媒体覆盖，直击目标人群  
100+ social media exposure, covering the target market



FAIRY帆芮



石榴婆报告



黎贝卡的异想世界



原来是西门大嫂



深夜发媧



InstaChina

InsDaily



女神范儿



一条



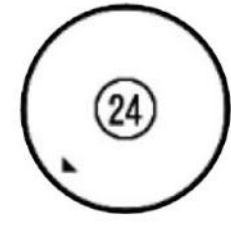
上海头条



品乐Pinor



买手客Buyerkey



24HOURS



十点视频



魔都探索队



TinyMonster



吉良先生



视觉志



美芽



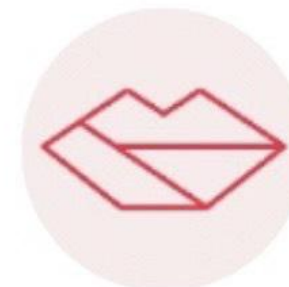
FAKESHION



周末做啥



斑马画报



女神进化论



if爱与美好



摩尔小姐



十点读书



日食记



时髦人Sunnie



首席生活家



Voicer



魔都吃货小分队



发现上海



杜绍斐



FAVOTELL

我们认定创新有趣的社交媒体传播是驱动年轻世代的主要途径！

\*拟邀名单 Media list: TBC



# 部分拟邀媒体 POTENTIAL MEDIA

30+ 电视台、视频、直播媒体受邀发布第一手资料，覆盖上亿用户  
TV stations, live broadcasting media exposure, covering hundred millions of users



\*拟邀名单 Media list: TBC

# 部分拟邀媒体 POTENTIAL MEDIA

国外媒体宣传报道，增加国际影响力

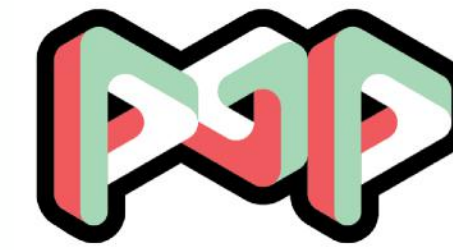
International media exposure to amplify the global influence

The Economist  
1843  
The award-winning magazine of ideas, lifestyle and culture

FASHION allure

i-D

GLAMOUR



FASHION  
BEAUTY/MONITOR

SHANGHAI 上海  
Whenever

精日  
传媒  
Jing Daily  
THE BUSINESS OF LUXURY IN CHINA

BTN  
BUSINESS TRAVEL NEWS

COM  
PLEX

MONOCLE

People

NYLON

KINFOLK

NeoCha.

DRIET

style  
media

SHARP

that's

smart  
SHANGHAI.COM

TimeOut

The Washington Post

URBAN  
LIFE

Wallpaper\*

WWD

VANITY FAIR

.Cent

T

LOOK

\*拟邀名单 Media list: TBC

加入我们一起传递时髦正能量

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