



Be our new partner

**SHOW**

# ANTWERP FASHION DEPARTMENT

From within the womb of the Royal Academy of Fine Arts Antwerp, the Fashion Department has emerged as one of the most prestigious fashion programmes in the world.

The Fashion Department was founded by Mary Prijot in 1963. She was a great advocate of a fully developed fashion design department with a big focus on drawing. Thereafter, Linda Loppa took over, further developing the department with her strong vision and world view, imposing high creative standards and setting the department on the international map. From 2007 until 2022, Walter Van Beirendonck shaped the department with a sharp eye to creativity and pure artistic expression, always keeping the highest creative and professional standards that had been laid out from the beginning.

Since the early 1980's, the Antwerp Fashion Department has been known at an international level as a place for creativity, taste and ambition. Its unique vision has made it a place where young hopefuls and industry professionals alike flock to be inspired and motivated by the next generation of fashion creatives.

The Fashion Department is proud to send off a new influx of talent into the world every year like the world-famous Antwerp Six, A.F. Vandevorst,

Haider Ackermann, Kris Van Assche and the more recent alumni such as Demna Gvasalia (Balenciaga), Nadège Vanhee-Cybulski (Hermès), Glenn Martens (Diesel), Stéphanie D'heyghere, Rushemy Botter & Lisi Herrebrugh (Botter), Virginia Burlina (Loewe), Natalia Culebras (Dior), Minju Kim, Shuting Qiu, Meryll Rogge, Sabrina Pfattner (Dries Van Noten), Florentina Leitner, and many others.

In 2022, Brandon Wen was appointed as the new creative director of the Antwerp Fashion Department. With his energy and creative vision, we will continue the enormous legacy of the department culminating in the end-of-year SHOW





# SUPPORT THE SHOW!

Sponsorship of the SHOW is a chance to support the development of the department and its influence on the industry. Our aim is to create a SHOW that give the students and its visitors an experience at the highest professional level.

Supporting the SHOW means:

## SUPPORTING THE WORK OF AND GIVING A PROFESSIONAL PLATFORM TO STUDENTS AT THE HIGHEST LEVEL OF CREATIVITY

- Our graduates are amongst the most ambitious and driven in the industry and always become industry leaders, supporting them is a direct investment in the future of the fashion industry through those who will directly change it.

## ADDING TO THE DEVELOPMENT OF FASHION PRESENTATION

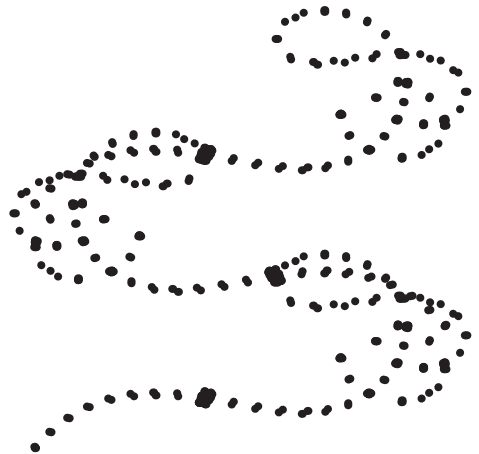
- Contributions help us to improve the use of space, podium and even digital possibilities for the students to present their work, with your help the presentation can be even more cutting edge, more profound and more artistic.

## VISIBILITY FOR YOU AND YOUR COMPANY WITHIN THE CONTEXT OF ARTISTRY AND CREATIVITY

- Sponsorship is advertised at the SHOW and in our print publications, and as it is a highly coveted event the name in the programs and magazines are circulated well beyond the SHOW itself.

## THE OPPORTUNITY TO CONNECT WITH OTHER VIPS AND HIGH LEVEL FASHION INDUSTRY PROFESSIONALS WHO REUNITE FOR THE EXPRESS PURPOSE OF OUR SHOW

- the SHOW brings together a very eclectic and important group of fashion professionals, some designers, journalists, businesspeople and contemporary artists that also come to connect and find out what is happening amongst students and who supports them.



# FACTS & FIGURES

The SHOW of the Antwerp Fashion Department is Belgium's fashion celebration of the year:

*a visual and aural spectacle at the Waagnatie*

*750 outfits*

*130 participating Bachelor and Master students*

*85 professional models*

*international jury consisting of the highest level of fashion industry professionals*

*(inter)national press*

*5000 visitors*

## '1+1=3' MAGAZINE

The Magazine is a yearly state of the art fashion publication filled with looks and stylings of all bachelor and master students. Spread over some 150

pages, the Magazine shows an exciting insight into the creative process of Antwerp Fashion's finest.



# WHAT? WHERE? WHEN? SHOW 2025 6 & 7 June



## TICKETS

- standing
- seating
- premium seating
- VIP tickets  
(premium seating, free VIP parking, VIP reception, free drinks all night, free '1+1=3' MAGAZINE, limited edition goodie bag)

## MAGAZINE

- limited edition: printed on 2000 ex
- only available during the SHOW
- proceeds go directly to the Fashion Department
- Possibilities to advertise: full page € 10.000, half page € 5.000, combined sponsor page € 2000

## EXCLUSIVE GOODIE BAG

- limited edition goodie bag (1000ex) designed by the Fashion Department will be handed out to all VIP's and Magazine buyers
- possibility to promote your organization by adding a voucher to the bag: make an exclusive offer for the visitors of the SHOW by inviting them for a visit!

# HOW TO BECOME A PARTNER?



## DIAMOND €30.000 – excl. VAT

- 30 VIP-tickets
- Personalized booth next to the MAGAZINE stand
- Full page ad in the limited edition MAGAZINE
- 30 extra MAGAZINES for own use
- 4 invitations to the formal awards proclamation

→ Brand visibility in SHOW 2025 campaign + on site

## PLATINUM €20.000 – excl. VAT

- 20 VIP-tickets
- Half page ad in the limited edition MAGAZINE
- 20 extra MAGAZINES for your own use
- 2 invitations to the formal awards proclamation

→ Brand visibility in SHOW 2025 campaign + on site

## GOLD €10.000 – excl. VAT

- 10 VIP-tickets
- quarter page ad in the limited edition MAGAZINE
- 10 extra MAGAZINES for your own use

→ Brand visibility in SHOW 2025 campaign + on site

## SILVER €5000 – excl. VAT

- 6 VIP-tickets
- Logo on combined sponsor page in the limited edition MAGAZINE
- 5 extra MAGAZINES for your own use

→ Brand visibility in SHOW 2025 campaign + on site

## BRONZE €2000 – excl. VAT

- 2 VIP-tickets
- Logo on combined sponsor page in the limited edition MAGAZINE
- 2 extra MAGAZINES for your own use

→ Brand visibility in SHOW 2025 campaign + on site







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