



## IMG FASHION ANNOUNCES E-COMMERCE LAUNCH AT MERCEDES-BENZ FASHION WEEK AUSTRALIA

For Immediate Release

**(Sydney, Australia)** At Mercedes-Benz Fashion Week Australia in Sydney today, IMG Fashion launched an e-commerce component to its global Fashion Week business, enhancing the runway content by creating a 'shoppable' experience. Consumers around the world are able to shop select pieces of designer collections as they come down the runway.

As the digital landscape increasingly shifts consumer mentality into a 'see now, buy now' attitude, the ever-evolving face of Fashion Week, has taken on an impressive new offering.

The **MBFW Boutique** housed on MBFashionWeek.com has been pre-stocked with capsule designer collections that become available as they come down the runway. Guests in the runway room, or across the globe viewing the live stream, are able to click on the select pieces and order their favourite Spring Summer 2014/2015 pieces. Customers will then receive their new wardrobe pieces months in advance of them landing at retail.

"Mercedes-Benz Fashion Week Australia is the first event in our family of global platforms that adopts this new technology. The initiative helps convert consumer interest into commercial outcomes for our designers, and provides an added value and measurable benefit of staging their MBFW show," says Catherine Bennett, SVP and Managing Director, IMG Fashion Events and Properties. "As IMG Fashion's global offerings evolve, it's important to us that we continue to provide designers with the necessary tools to reach the industry and to also engage the consumer in the early stages of a collection's lifespan."

Consumers don't have to head online either, with the latest technology by ShopReply enabling fashion fans to shop by tweet or text as well. Consumers can tweet the word SHOPTHERUNWAY to @MBFWBoutique in order to see all the pieces available at that time. The boutique also can be activated by texting SHOPTHERUNWAY to +61 417 645 503

A pop-up store will operate in the Hub during **Mercedes-Benz Fashion Weekend Edition** to support this initiative, showcasing samples from your Spring/Summer capsule collection with iPads connected to **Shop the Runway** to encourage purchasing at the event through the e-store. With the combined new and exciting consumer engagement options, designers are now able to maximise business outcomes from showing at MBFWA more than ever before.

This exciting initiative is just one of the ways consumers can engage in Mercedes-Benz Fashion Week Australia for 2014, with the addition of the consumer runway shows at Mercedes-Benz Fashion Weekend Edition (tickets at ticketmaster.com.au), live stream broadcast via a giant screen at Martin Place and the new MBFW Boutique offering.

IMG Fashion owns and operates Mercedes-Benz Fashion Week Australia amongst its stable of events, and is proudly supported in Australia by Mercedes-Benz, the NSW Government through its tourism and major events agency Destination NSW, Maybelline New York, St. George, DHL, Swarovski, City of Sydney, Redken, oOh!, Pullman Hotels, Rekorderlig Cider, Lavazza, Peroni, Baileys, San Pellegrino, Tempus Two, MUMM and Carriageworks.