



SIAM INTERNATIONAL

FASHION WEEK

Vision

Executive Summary

Our work goes beyond just showcasing fashion shows; it is rooted in social responsibility through the application of ESG principles:

E stands for Environmental stewardship and sustainability.

S represents Social support and community engagement.

G signifies Governance through ethical practices and transparency.

We aim to create opportunities and value while promoting the sustainable development of society and the environment.



ESG

E : ENVIRONMENT

We will promote the use of Thai silk and traditional Thai fabrics because they are free from plastics, made from organic materials, and can be used sustainably. This aligns with our commitment to environmental stewardship.

S : SOCIAL

Our event will feature charitable activities to support emerging designers, along with other philanthropic initiatives to benefit the community.

G : GOVERNANCE

For governance, we emphasize transparency. All proceeds designated for charity will be fully traceable, ensuring accountability. Representatives from the recipient organizations will receive the donations directly, without intermediaries, to guarantee that the support reaches those in need.



SECTION



Section 1:

Model Casting Call (Mar,1st 2025 @Emquartier)

Section 2:

International Fashion Show

Section 3:

Charity Project Presentation

Section 4:

Awards Ceremony, Networking and After Party

SCHEDULE



Section 1:

11:00 AM: Model Casting Call | March, 1st 2025 @Emquartier

Section 2:

7:00 AM: Model Blocking

10:00 AM: Makeup & Hair Preparation

4:00 PM: Registration

5:00 PM: International Fashion Show

Section 3:

6:00 - 6:30 PM: Charity Project Presentation

Section 4:

6:30 PM: Awards Ceremony, Networking and After Party

MODEL CASTING CALL

@EMQUARTIER



FASHION SHOW



Our fashion show will feature 20 talented designers, each presenting 10 to 15 exquisite outfits. The collections will showcase a diverse range of styles, from modern couture to traditional inspirations, highlighting the creativity and innovation of both established and emerging designers.

CHARITY PROJECT



- Encourage and support designers to donate one outfit to participate in the charity event with Siam International Fashion Week.
- Support emerging designers by providing opportunities to showcase their work.
- Invite esteemed guests and prominent figures in society, such as socialites, dignitaries, and leading personalities, to contribute donations in support of Siam International Fashion Week's charitable initiatives.
- Proceeds from the charity event will be donated to organizations in need, with the beneficiary changing for each event.

AWARD CEREMONY / NETWORKING



The evening will culminate in an elegant Award Ceremony, honoring the achievements of top designers, models, and influencers. Following the awards, guests are invited to an exclusive After Party and Networking Session, offering a relaxed atmosphere for attendees to connect, celebrate, and build lasting relationships within the fashion industry.



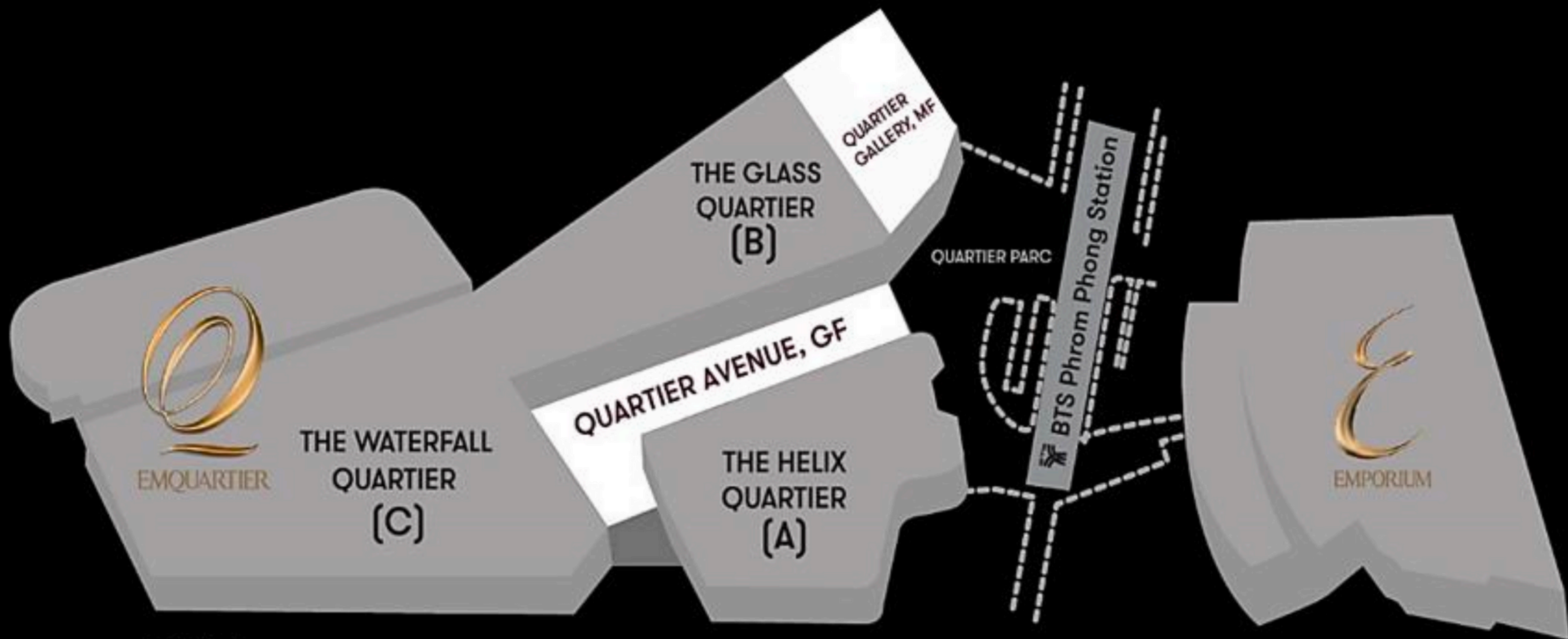
INVITATION

TICKET

VENUE : EMQUARTIER

SIAM INTERNATIONAL FASHION WEEK





BTS Phrom Phong Station

Q STADIUM





ELEMENTS

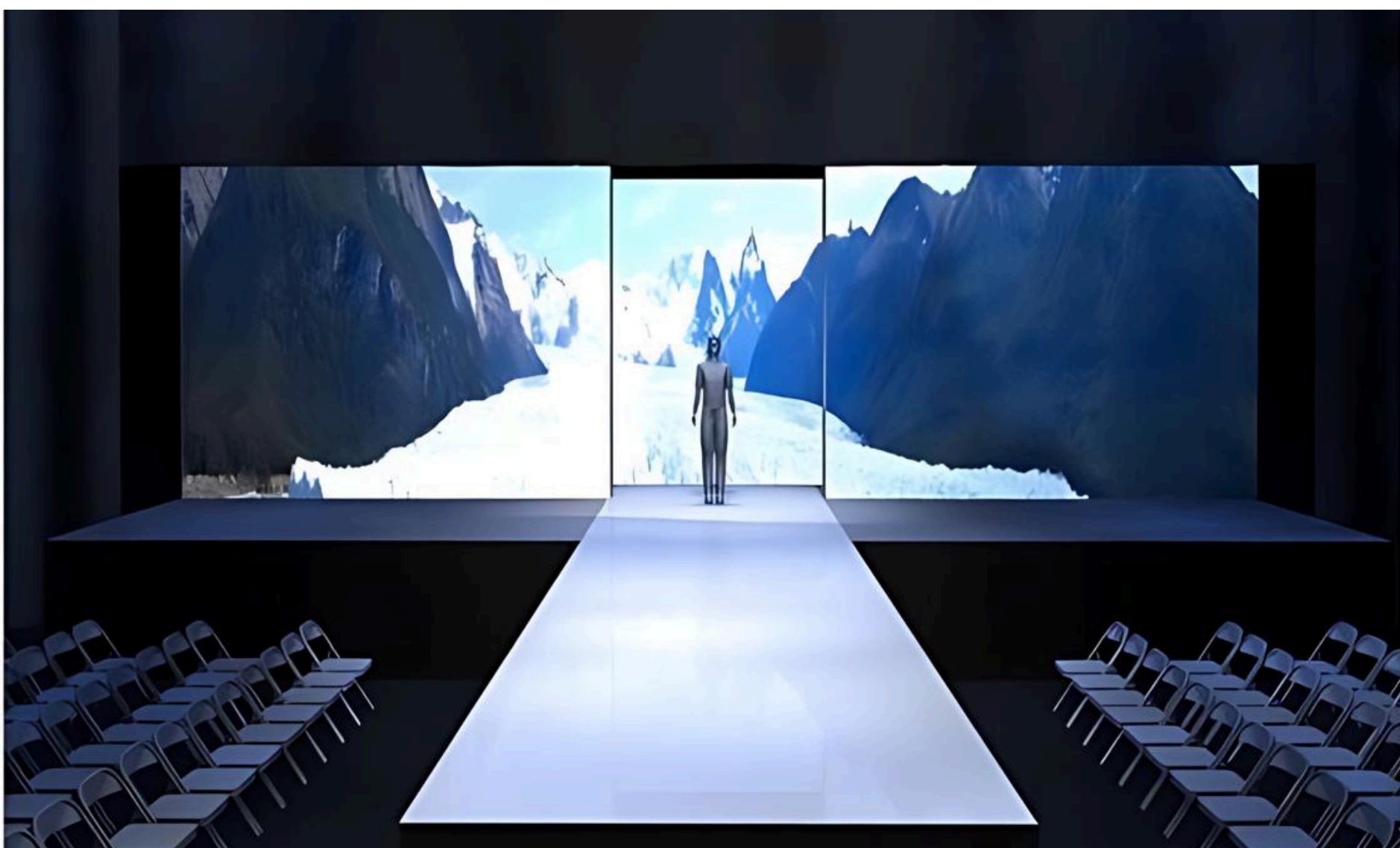
IN FASHION WEEK

- **PHOTOGRAPHIC BACKDROP**
- **LED DISPLAY SCREEN**
- **VIP FRONT ROW SEATING**
- **BACKSTAGE AREA**
- **AFTER PARTY/NETWORKING**
- **SPONSOR EXHIBITION BOOTHS**
- **ENGAGEMENT ACTIVITIES (E.G., 360-DEGREE PHOTO BOOTH)**

PHOTO BACKDROP



LED SCREEN



BACK STAGE



@SIAM INTERNATIONAL FASHION WEEK

A grayscale photograph of a wedding scene. On the left, a bride in a long, flowing white gown stands with her back to the camera, looking out a large window. On the right, a groom in a dark suit is kneeling, facing the bride. The background is a bright window with vertical blinds. A semi-transparent gray rectangle with rounded corners is overlaid on the image, containing the text "THANK YOU" in bold, black, sans-serif capital letters.

THANK YOU