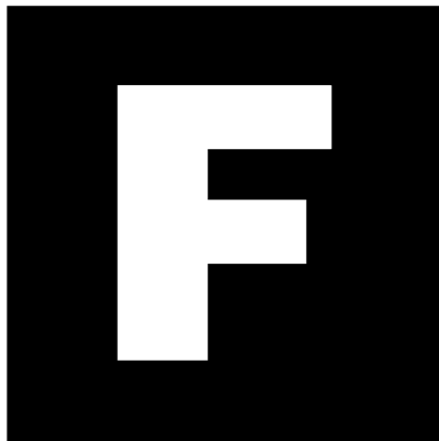


BRAMPTON



FASHION



WEEK



BRAMPTON



FASHION



WEEK

BFW is one of a kind red carpet event in the city of Brampton with a focus on promoting our local fashion industry and Canadian talent; celebrating different colors, cultures and customs of the fashion world.



“Brampton is a Mosaic of cultures and people, and one thing that we have in common is that we’re all proud of our ancestry, proud of our heritage and fashion is a great way to showcase that.

One of the beautiful thing about Brampton Fashion Week is that it brings people together from every background to celebrate fashion. So it means a lot to the city because it’s in our DNA to celebrate our culture, and it’s one of the reasons I love this event.”

Hon. Patrick Brown
Mayor – City of Brampton

Shahzad Shah

Director – Advisory Board

Mr. Shah is a deeply respected leader with a wealth of business experience performing in senior leadership roles in multi-billion dollar organizations. His entrepreneurial, financial, and operational background is a tremendous value to us as we keep an unwavering focus on creating opportunities for diverse local talent.

With his 28 years of experience in corporate leadership as well as operational support for many other non-for-profits across North America, Mr. Shah is going to significantly influence BFW's growth strategy while building upon our current momentum.





Aaron Hopkins

Director – Advisory Board

Mr. Hopkins has more than 10 years of experience in driving high profile political campaigns, public relations, as well as client relations with a strong background in corporate leadership and sales.

Under his leadership and guidance, the Brampton Fashion Week team is excited to move to the next level of growth while building on the solid foundation and momentum achieved by our amazing core team.



On June 2nd, 2018
BFW Launched Fashion Night.

Brampton Fashion Week 2018,
featured 9 designers from all over
Greater Toronto Area with various
backgrounds and different fashion
styles.



Glimpse of BFW 2018





On June 20th 2019
 BFW Officially Announced the
 2019 Fashion Week at
 Brampton City Hall



**SAT
20
JULY
2019**

**12:00PM
EXHIBITION**

**6:00PM
RED CARPET**

**7:00PM
RUNWAY**

RSVP
 Before July 10th 2019
rsvp@bramptonfashionweek.ca

B F W
 BRAMPTON, FASHION, WEEK

**Brampton
Soccer
Centre**
 1495 Sandalwood Pkwy E,
 Brampton, ON L6R 0K2

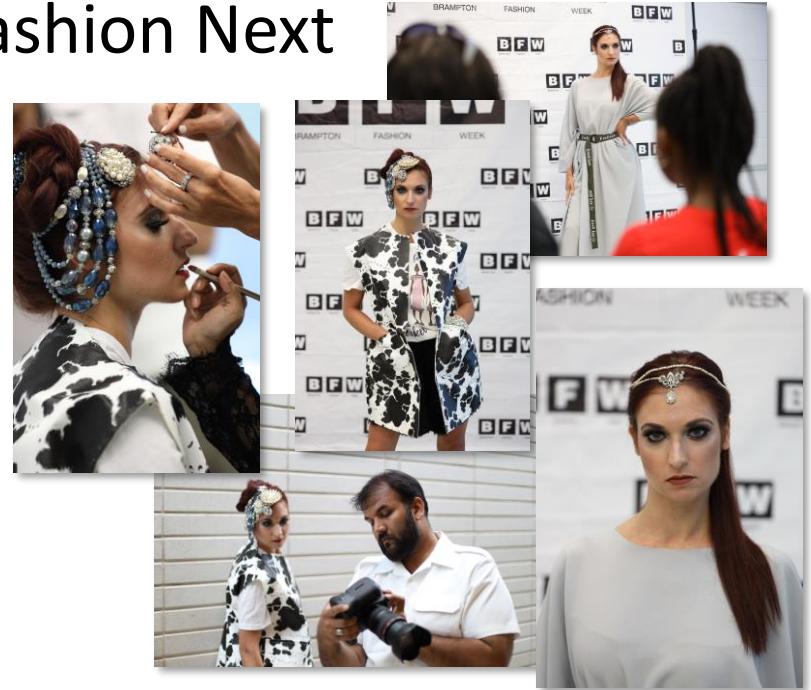
f @ [bramptonfashionweek](https://www.instagram.com/bramptonfashionweek) | www.bramptonfashionweek.ca

Glimpse of BFW 2019

Fashion Art



Fashion Next





Brampton Fashion Week 2019, featured 13 designers from all over Greater Toronto Area with various backgrounds and different fashion styles.

Glimpse of BFW 2019





In 2020,
Brampton Fashion Week
went Virtual!

The poster features a background of a repeating diamond pattern. At the top, the 'BFW' logo is displayed with 'BRAMPTON', 'FASHION', and 'WEEK' underneath. Below this, the year '2020' is written in a large, bold, black font, with 'TWENTY TWENTY' in a smaller font directly beneath it. A tilted rectangular box contains the text 'JOIN US FOR OUR VIRTUAL EVENT ON'. To the right of this box, another vertical rectangular box contains the date and time: 'SAT 5 DEC 2020 5 PM'. At the bottom, the text 'SHOWCASING ON' is followed by the website 'WWW.BRAMPTONFASHIONWEEK.CA'. A dark grey footer bar at the very bottom contains social media icons for Facebook, Instagram, and YouTube, followed by the text 'bramptonfashionweek'.

Brampton Fashion Week provided a platform for local talents and businesses to expand their horizons virtually and sustain through the pandemic. Our team successfully showcased 5 local fashion designers.





Brampton Fashion Week 2020 gave us hope that we can continue to make our impact in the industry despite the pandemic and provide a platform to help put Brampton on the fashion map.



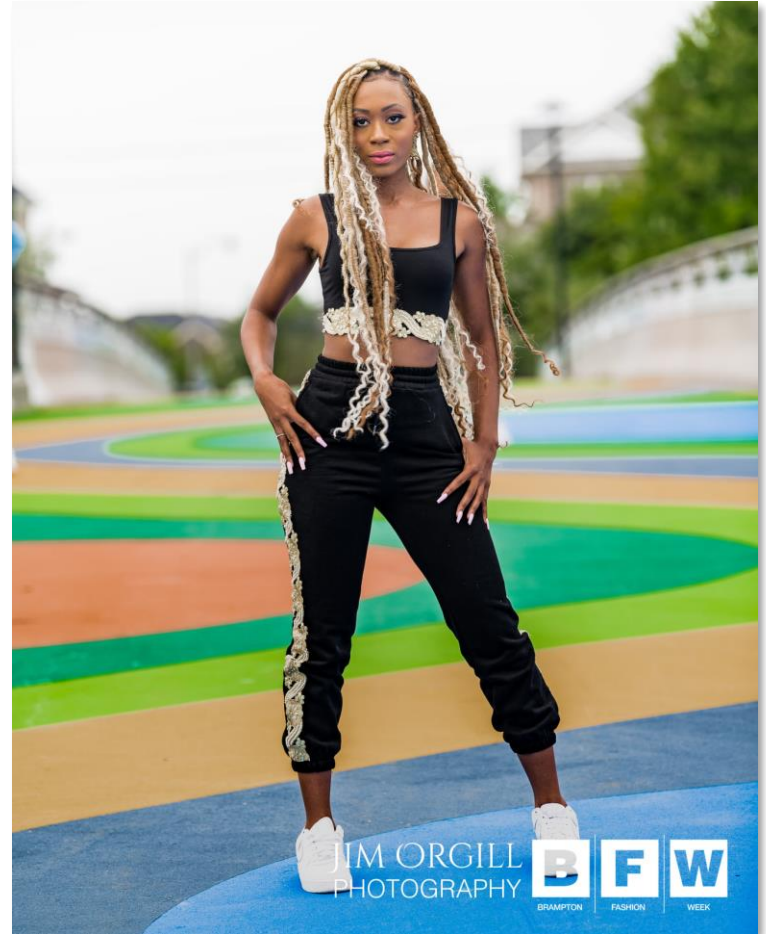


Brampton Fashion Week 2021,
we came back with a mission
and goal to reach the largest
audience any fashion showcase
has ever seen.

... And we did!



With our goal to always promote the City of Brampton, BFW showcased fashion through out the city, highlighting landmarks and tourist locations.



B

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Glimpse of BFW 2021





Brampton Fashion Week made it's mark, being the largest fashion show throughout Canada attracting and audience of more than 21'000 viewers for our 2021 virtual fashion showcase.





Brampton Fashion Week 2022,
We seek to grow the
momentum even larger as
created on the virtual showcase
at BFW 2021 and continue to
build a year-round program
promoting local designers and
brands to support their
businesses.



With just months until the show, our team has kicked into full gear. We are committed to making this year's production one that goes down in history. BFW 2022 will be the connection of style, culture, entertainment and beyond in the City of Brampton.



Brampton Fashion Week 2022 Schedule

Day 1: MEDIA LAUNCH & OPENING PARTY

Day 2: Fashion Art

Day 3: Healthy & Beauty

Day 4: Fashion Next

Day 5: Runway show and Gala



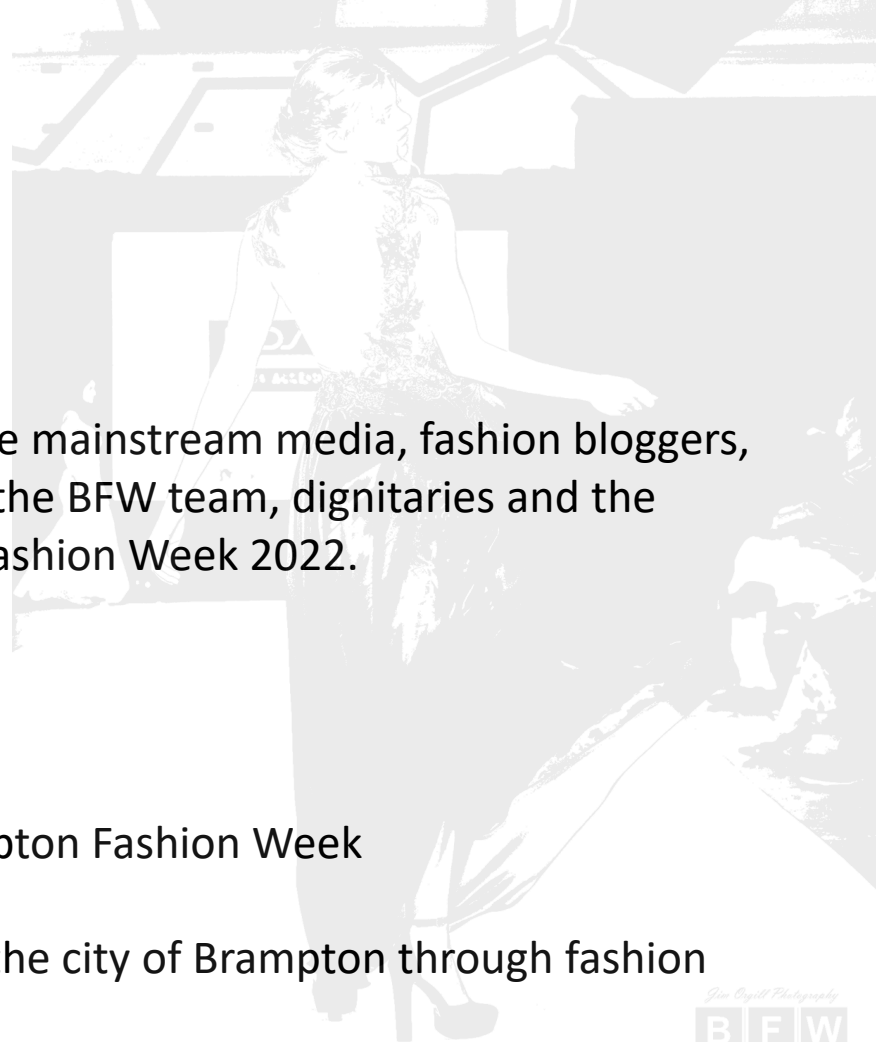
Day 1 – Media Launch

Description:

Media Launch will be an opportunity for all the mainstream media, fashion bloggers, editors / reporters, journalists to mingle with the BFW team, dignitaries and the sponsors to launch the agenda of Brampton Fashion Week 2022.

Outcome:

- Official Press release.
- Promote Brampton Fashion Week
- Bring mainstream media to highlight Brampton Fashion Week
- Introduce Associate partners to the media
- Highlight multiculturalism and diversity in the city of Brampton through fashion



Day 2 - Fashion Art

Description:

A great opportunity for the BFW 2022 participating Hairstylists and Make up Artists to showcase their fashion forward art and creativity in the form of hairstyling and make over.

Outcome:

- Showcase and promotion of fashion and art
- Highlight and promote individual artist in the art industry
- Highlight and showcase diversity among various artists (hair and makeup designers, stylists, art worker etc.) through their work



Day 3 – Health & Beauty

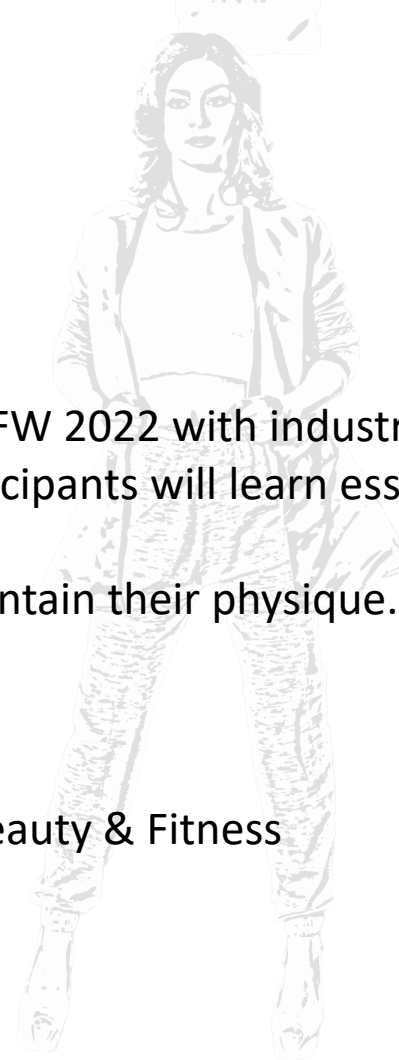
Description:

A workshop which will benefit participating models of BFW 2022 with industry professionals specializing in health and beauty. The participants will learn essential knowledge to improve their health and fitness.

This is going to be a great opportunity for models to maintain their physique.

Outcome:

- Learning opportunity for the models
- Platform for local fashion industry experts (Health, Beauty & Fitness professionals) to promote their businesses



Day 4 – Fashion Next

Description:

A workshop to associate participating models of BFW 2022 with fashion photographers and stylists, where models will learn about fashion photo shoots and styling and will get runway ready by experts and professionals of fashion industry. This is going to be a great opportunity for models to build their portfolio.

Outcome:

- Learning opportunity for the models
- Platform for local fashion industry experts (fashion photographers, stylist, runway coach) to promote their businesses



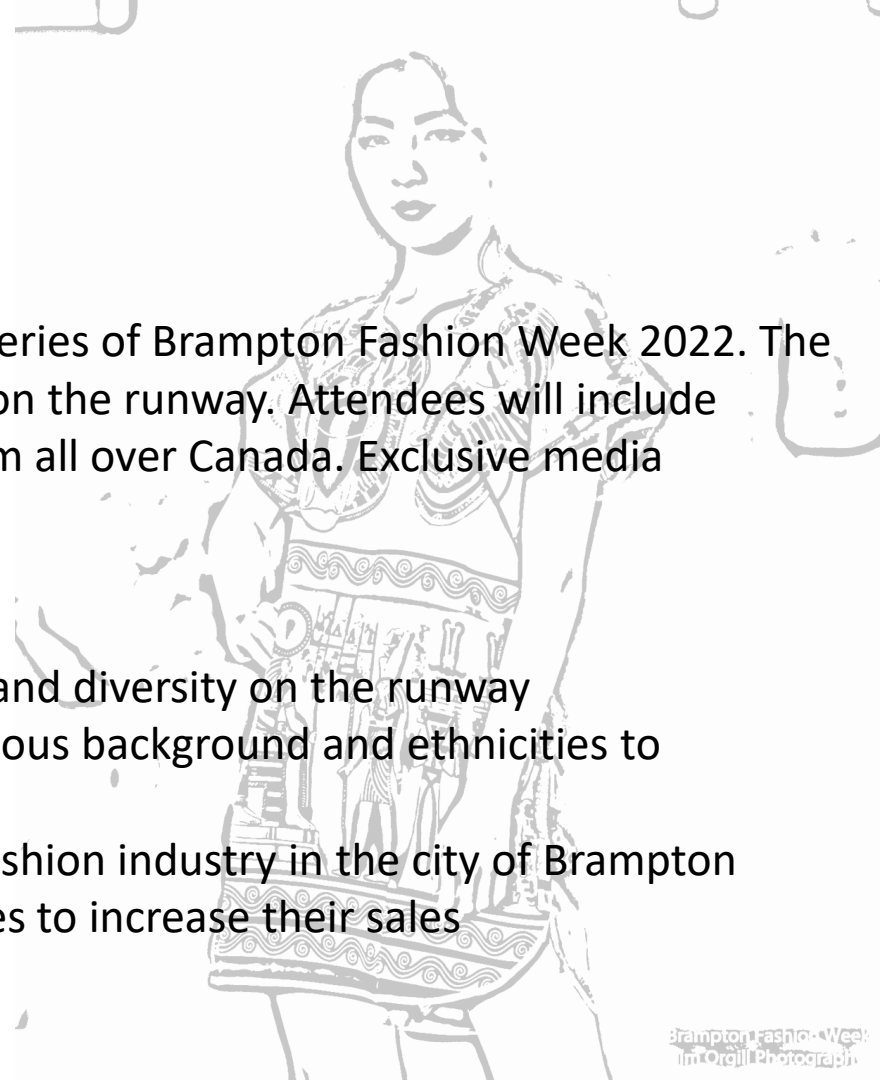
Day 5: Runway Show and Gala.

Description:

The red carpet event – Gala will conclude the series of Brampton Fashion Week 2022. The event will showcase all the selected designers on the runway. Attendees will include dignitaries and Fashion Industry celebrities from all over Canada. Exclusive media coverage will be provided.

Outcome:

- Most highlighted event to promote culture and diversity on the runway
- Fashion designers and models will be of various background and ethnicities to showcase diverse culture of Brampton
- Business networking opportunity to bring fashion industry in the city of Brampton
- Highlight Brampton based fashion businesses to increase their sales





Contact Us:

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