NOVEMBER 4th - 8th 2020
Hilton Trinidad & Conference Centre

PORT-OF-SPAIN
FASHION WEEK
2020

PORT-OF-SPAIN FASHION WEEK 2020

Fashion Week returns to the heart of Port of Spain in 2020 at the Hilton Trinidad & Conference Centre.

Now in its second year, Port of Spain Fashion Week (POSFW) aims to promote and rebuild the local fashion industry while providing Trinidad and Tobago with a one-of-a-kind fashion experience.

Set for **November 4th - 8th, POSFW 2020** will feature T&T's first Virtual Fashion Week!

THE TEAM

POSFW 2020 is organized by a team of entrepreneurs who possess skills in fashion management, event coordination, marketing, media and communications for over 15 years and includes:
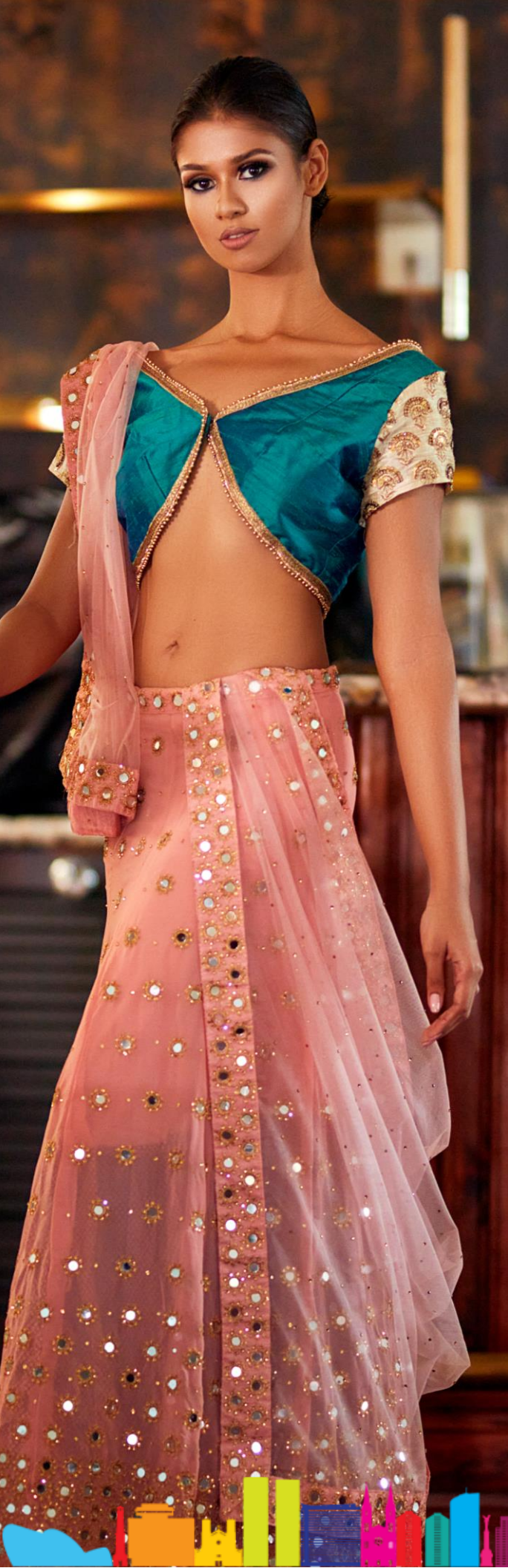
1. Olivier Maumaire, GM, Hilton Trinidad & Conference Centre
2. Crystal Cunningham, Co-Founder, Project Manager
3. Kibwe McGann, Co-Founder Carnival Glam Hub & POSFW
4. Lorraine O'Connor, Creative Consultant, Producer

OBJECTIVE

The project is focused on three (3) main objectives:

- The re-establishment of a major annual fashion event in Trinidad
- A forum for both established and emerging designers to receive expert insights to help grow and develop their brands through global market insights, improved production techniques and effective technology/e-commerce implementation, which will facilitate greater competitiveness within local, regional and international markets
- A significant opportunity for designers to increase their visibility and sell their products via the virtual showcase

For the last ten years, the fashion industry in Trinidad & Tobago has been without a major fashion event. The global fashion industry is a diversed sector, with an estimated value of over US$1.5 trillion and employing over 70 million people worldwide. Therefore, the economic viability of fashion is clear and even as the world battles COVID-19, POSFW has patterned a format consistent with international virtual fashion experiences, hosted in major metropolitan cities around the world to host an entire week of fashion related activities and events.

From **November 4 to 8, 2020**, the POSFW agenda will include runway shows, workshops, pop-up markets, giveaways and other surprises. We are confident that POSFW will also facilitate cross pollination between distinct elements within the fashion eco-system like designers, photographers, models, beauty practitioners, manufacturers, buyers, retailers, financiers, industry experts, educators, consultants, entertainers and corporate sponsors.

With fashion as the driver, it is our mandate to gather and harness the potential of the entire creative sector, to help establish the industry as a viable and significant contributor to GDP. In Trinidad & Tobago, the time for diversification is now.

PORT-OF-SPAIN FASHION WEEK 2020

A week of Virtual and Experiential Fashion Shows, Forums, Pop-Up Shops and Fashion Watch Parties!

POS FW

NOV 4-8 2020
HILTON
Trinidad & Conference Centre

NOV 4

Media Launch

NOV 5

Webinar
Getting Export Ready — DHL

Webinar
Online Payment Solution — WiPay

Virtual Craft
Jewelry-Making Workshop *(Bead Cafe)*

NOV 6

Home, Fashion & Garden PopUp
10am to 6pm - Hilton Trinidad

Home, Fashion & Garden PopUp
10am to 6pm - Hilton Trinidad

NOV 7

Virtual Resort Showcase
Cadence of Caribbeanness
7pm - 10pm

Home, Fashion & Garden PopUp
10am to 6pm - Hilton Trinidad

Razzmatazz
Emerging Designer Showcase
Live Stream 3pm

NOV 8

Online Pop Up
Livestream of the Home, Fashion & Garden PopUp
4pm

WWW.POSFASHIONWEEK.COM

TT'S FIRST VIRTUAL FASHION WEEK EXPERIENCE

Hilton TRINIDAD & CONFERENCE CENTRE · DHL · WiPay · FASHION · Carefree Breathe · Schick · Lee DESIGNS

POAT-OF-SPAIN FASHION WEEK 2020

- **Fashion Industry Webinars**
  Three sessions packed with powerful information on shipping, export and e-commerce solutions for the Caribbean fashion industry
- **Pop-Up Festival**
  A 3-day extravaganza featuring T&T's best artisans, designers, gourmet & plant shops. A totoally local expereince, this will be T&T's biggest pop up experience ever!
- **Virtual Resort & Emerging Showcase –** *"Cadence of Caribbeanness"* **&** *"Razzmatazz"* will be live streamed to the world and also as part of VVIP Staycation Watch Parties exclusively at the Hilton Trinidad

Designers participating in POSFW 2020

Claudia Pegus
SGP Resort (Shaun Griffith Perez)
The Hideout Clothing
Keneea Linton, Jamaica
Zadd & Eastman
CLD (Charu Lochan Dass)
House of Abeje (Linkage), Tobago
Ryan Chan
Neha Karina
D.A.D.L.
House of Xarabi, Tobago
Salt Clothing & Accessories
Kavir Mootoo
Photosynthesis Designs
Deson Ayinde Designs
Christique Clothing
Nedra Waldron
Rae'an Murray

ENTERTAINMENT & OTHER ATTRACTIONS

- Private Watch Parties
- Personal Shopping
- Promotional Giveaways
- Designer Boxed Deals
- Discounted Hotel Rates
- Group Watch Party Packages
- Day & Weekend Watch Party Passes
- Champagne Bottle Specials
- Sponsored Competitions
- Partnership with Carnival Glam Hub

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