PARTNER PRESENTATION

PRIME FASHION GROUP

International Fashion Business Platform

Connecting exceptional collections with the right market.

Bridal · Eveningwear · Couture

Milan · Paris · Cannes · Venice

2027



A specialized route to market

Prime Fashion Group is an international fashion business company specializing in bridal, eveningwear and couture.

We connect selected brands with professional buyers, stylists and private clients through international distribution, curated buying, private appointments and industry-focused projects.

One network. Multiple routes to market.

BRANDS

↓

PRIME FASHION GROUP

↓

BUYERS · STYLISTS ·
PRIVATE CLIENTS

↓

SALES · DISTRIBUTION ·
INTERNATIONAL ACCESS



Built for brands where the sale is personal

PFG is most relevant to collections that benefit from professional presentation, relationship-led selling and a high-touch path to purchase.

- Bridal brands
- Eveningwear brands
- Couture designers
- Collections seeking wholesale development
- Brands suited to stylist and private-client appointments



OUR EXPERTISE

One platform. Multiple routes to market.

Commercial representation, buyer-side insight, private-client access and a curated industry platform.

01

International Distribution

Wholesale sales
Buyer development
Market representation
Order management

02

Office Buying

Designer scouting
Collection sourcing
Buying appointments
Market research

03

Stylist & Private Client Relations

Stylist relations
Private appointments
Made-to-order
Private fittings

04

Milan Couture Salon

Selected brands
Professional buyers
Stylists
Industry meetings

Each collaboration is structured around the brand, collection and market objective.

International Distribution

Commercial representation focused on building qualified wholesale relationships for selected bridal, eveningwear and couture brands.

- Wholesale Sales
- Buyer Development
- Market Representation
- International Distribution
- Order Management



From collection presentation to buyer conversations and order follow-up.

Buying Office

Curated sourcing and professional buying support for bridal, eveningwear and luxury retailers.

- Designer Scouting
- Collection Sourcing
- Buying Appointments
- Market Research
- Order Coordination

WHY IT MATTERS

A buyer-side view helps brands understand how professional retailers evaluate collections and market fit.

Commercial insight before market outreach.





Stylist & Private Client Relations

Connecting selected collections with professional stylists and private clients through discreet, curated fashion access.

BRAND → PFG → STYLIST → PRIVATE CLIENT

- Stylist Relations
- Private Appointments
- Couture & Eveningwear
- Bridal
- Made-to-Order / Made-to-Measure
- Private Fittings

MILAN COUTURE SALON

A Curated Meeting Point for Bridal, Eveningwear & Couture

A focused environment for meaningful professional meetings in Milan.



BRANDS
BUYERS
STYLISTS
INDUSTRY

- Curated Collections
- B2B Appointments
- Private Previews
- Designer Presentations
- Professional Networking

SEASONAL SALES CAMPAIGNS

Present your collection in Milan & Paris

Prime Fashion Group creates focused opportunities for brands to present collections during key couture and fashion-week periods.

PARIS	Couture Week	Couture presentations · Buyer & stylist appointments
MILAN	Milan Couture Salon	Showroom · Sales appointments · Brand presentations
PARIS	Fashion Week	Paris showroom · Buyer meetings · Collection presentations



EVENTS

2027 INTERNATIONAL CALENDAR

MILAN · PARIS · CANNES · VENICE

Prime Fashion Group develops showroom, sales and visibility projects around the key international moments for couture, eveningwear and fashion.

Explore the 2027 calendar and contact us to discuss participation, representation or a dedicated brand project.

2027










01 | 23 – 26 JAN 2027

PARIS COUTURE WEEK

Couture presentations
Buyer & stylist appointments
Brand meetings

02 | 24 – 28 FEB 2027

MILAN COUTURE SALON

Showroom
Sales appointments
Brand presentations

03 | 3 – 7 MAR 2027

PARIS FASHION WEEK

Paris showroom
Buyer meetings
Collection presentations

04 | 11 – 16 MAY 2027

CANNES SHOWROOM

Stylist relations
Dressing opportunities
Private fittings
Brand visibility

05 | 3 – 6 JUL 2027

PARIS COUTURE WEEK FW

Couture presentations
Stylist & buyer appointments
Brand meetings

06 | 22 – 26 SEP 2027

MILAN COUTURE SALON

Showroom
Sales appointments
Brand presentations

07 | 29 SEP – 3 OCT 2027

PARIS FASHION WEEK SS28

Paris showroom
Buyer meetings
International sales campaign

08 | TO BE ANNOUNCED

VENICE INTERNATIONAL FILM FESTIVAL

Stylist relations
Dressing opportunities
Private fittings
Brand visibility

CALENDAR SUBJECT TO CHANGE. DATES MAY VARY BY 1–2 DAYS.
INDUSTRY DATES BASED ON OFFICIAL CALENDARS.

2027 EVENT SERIES · 01

Paris Couture Week

23–26 January 2027

A Paris presentation window for couture and eveningwear collections.

Prime Fashion Group supports selected brands during the January Paris couture period through focused presentation opportunities, private appointments and targeted market meetings.

FORMAT

- Private presentations
- Buyer & stylist appointments
- Collection positioning in Paris

Best for: couture, eveningwear and occasionwear collections.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 02

Milan Couture Salon

24–28 February 2027

A curated Milan platform for bridal, eveningwear and couture.

Our salon format creates a focused professional environment for collection discovery, business conversations and qualified industry appointments in Milan.

FORMAT

- Selected brands
- Professional buyers & stylists
- Private appointments & meetings

Best for: brands looking for structured Milan visibility and direct market contact.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 03

Paris Fashion Week

3–7 March 2027

A seasonal Paris market moment for presentations and meetings.

Prime Fashion Group can build a focused Paris presence around the March fashion period, helping selected brands present collections through appointments and curated industry outreach.

FORMAT

- Sales campaign support
- Buyer meetings
- Private brand presentations

Best for: brands seeking Paris market access beyond a standard showroom visit.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 04

Cannes Showroom

11–16 May 2027

A visibility-focused showroom opportunity during the Cannes period.

Built around the Cannes calendar, this format is designed for selected brands interested in showroom presence, stylist relations and strategic visibility around the festival moment.

FORMAT

- Showroom presence
- Stylist outreach
- Private fittings & meetings

Best for: couture, eveningwear, red-carpet and statement occasionwear brands.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 05

Paris
Couture Week FW

3–6 July 2027

A summer Paris couture window for FW presentations and industry meetings.

This July timing offers a strong context for couture and eveningwear brands to present their collections in Paris through curated appointments and selected professional encounters.

FORMAT

- Collection presentations
- Stylist & buyer appointments
- FW positioning in Paris

Best for: brands developing couture and high-occasion collections for the FW season.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 06

Venice International Film Festival

Dates to be announced

Festival-related visibility and selected dressing opportunities.

Prime Fashion Group can support selected fashion brands around the Venice festival period through curated stylist outreach, fittings and brand visibility conversations.

FORMAT

- Stylist relations
- Dressing opportunities
- Private fittings

Best for: brands interested in image-led visibility around major cultural moments.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 07

Milan
Couture Salon

22–26 September 2027

An autumn edition of our curated Milan salon format.

The September salon creates another dedicated opportunity for brands to meet buyers, stylists and industry contacts in Milan in a highly focused environment.

FORMAT

- Curated collections
- B2B appointments
- Professional networking

Best for: brands planning a strategic September market presence in Milan.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



2027 EVENT SERIES · 08

Paris Fashion Week SS28

29 September – 3 October 2027

A Paris market window for Spring/Summer 2028 presentations.

Prime Fashion Group can structure a tailored Paris presence around this key seasonal period through meetings, presentations and selected professional outreach.

FORMAT

- Paris showroom presence
- International buyer meetings
- SS28 presentation support

Best for: brands building an SS28 market strategy around Paris.

Dates may vary by 1–2 days depending on the final calendar and project scheduling.



INTERNATIONAL VISIBILITY

Cannes & Venice

Red Carpet & International Visibility Opportunities

Prime Fashion Group develops selected opportunities for fashion brands around the Cannes and Venice Film Festivals through professional stylist relations, private fittings and curated brand presence.

- Stylist Outreach
- Celebrity Dressing Opportunities
- Private Fittings
- Brand Presentations
- Festival Presence

Opportunities are developed individually according to project relevance, timing and availability.



A focused, project-led process

Final workflow is adapted to the selected collaboration format.

01	02	03	04	05
Brand fit & collection review	Scope & market priorities	Materials & collection onboarding	Outreach, appointments & activations	Follow-up & order coordination

depressione post-aborto, 10 sedute

The objective: clear scope, professional presentation, qualified access and disciplined follow-up.

PARTNERSHIP ENQUIRIES

Plan your 2027 presence

Choose the relevant market moment and let us define the right format together.

For brand representation, showroom participation, Milan Couture Salon, stylist relations and Cannes / Venice opportunities.

FOR BRANDS

brands@primefashiongroup.com

GENERAL

info@primefashiongroup.com

+39 338 336 95 90

primefashiongroup.com

2027 calendar dates may vary by 1–2 days according to final scheduling and project availability.

