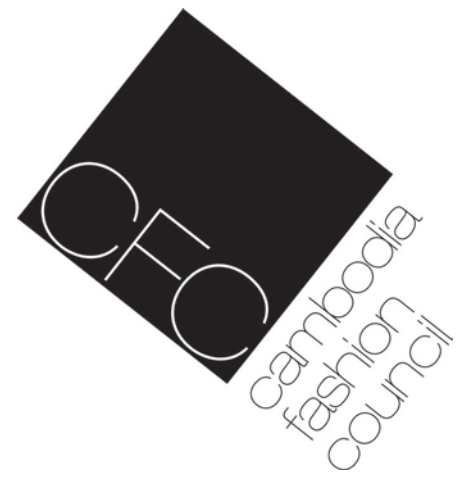


**CAMBODIA  
FASHION  
WEEK 2011**  
OCT 27-NOV 5

# EVENT OVERVIEW



From October 27-November 5, the Cambodia Fashion Council (CFC) will host Cambodia's first international fashion week. The event highlights global fashion trends, featuring international designers and introducing up and coming designers from Cambodia and across the region. Cambodia Fashion Week (CFW 2011) is ten days comprised of runway shows, exclusive parties and more, at selected venues throughout Phnom Penh and Siem Reap.

The luxury, invitation-only fashion shows have attracted a winning guest list of 200 celebrities, VIPs and media. Each day is an opportunity to be seen by the most influential members of the business and fashion communities. This unique event will be covered by Vogue, GQ, Marie Claire, Harper's, CNN and other notable fashion and news publications from around the world. CFW 2011 is generating a substantial amount of international attention and will also be hosting the ASEAN delegation for the entirety of the event.

In addition to live fashion shows, concerts and fashion exhibitions, CFW 2011 will be simulcasting the events in establishments across Cambodia. Additionally, there is a dedicated CFW channel for at-home viewing. This event is slated to reach viewers across the globe as live streaming capabilities have enabled the CFC to post events on their website.

The CFW Fashion Exhibition is a two day event for luxury retailers in one location for the general public. This innovative shopping experience is \$20 per person and guests receive champagne, canapés, specialty swag bags and 10% off participating retailers. There will be fashion shows running regularly opportunities for guests to get access to luxury apparel and accessories without traveling abroad. We're expecting roughly 800 over the course of the CFW Fashion Exhibition.

While this event is primarily about featuring Cambodia's growing fashion industry, it is also an excellent business to business networking opportunity. The CFC has gathered together influential sponsors from a broad range of specialties. CFW 2011 is an innovative networking opportunity with innumerable events geared toward maximizing Business to Business connections.

Cambodia Fashion Week is poised the event of the year and should not be missed. For more information contact Teia Rogers – [Teia@stargroupcambodia.com](mailto:Teia@stargroupcambodia.com)

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