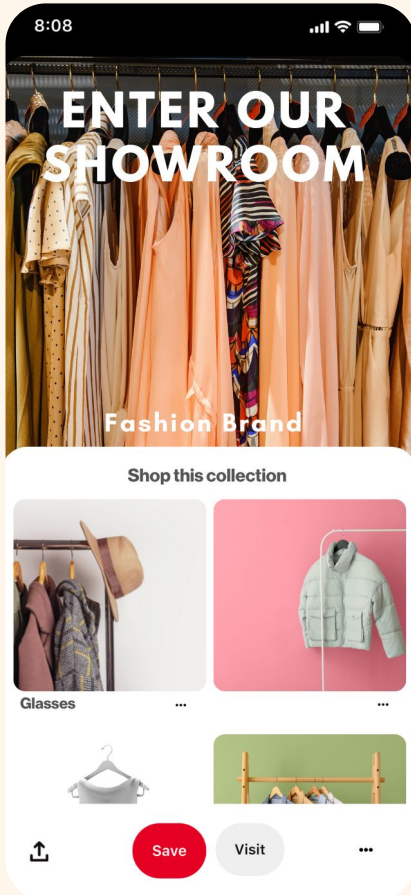




# Turn Fashion Week into inspiration that lasts

Fashion Week may be just one week, but people come to Pinterest all year long. They look for moodboards, for their next style, their next ideas. They come here to look at the inspiration around the show, how it came to be, the idea behind the silhouette. And for your brand, that's a unique opportunity to turn Fashion Week into inspiration that lasts.

## Before



**Personal invitation:** Generate both exclusivity and engagement by seeding a few high valued experiences to the high value audience on Pinterest.

**Fashion Week takes over the city:** Private dinner parties, showroom appointments, exhibitions, lunches... Guide your audience on how to make the most of it.

**Make a splash:** From the perfect makeup to the best street styles, partner with Pinterest creators to help your audience get ready for Fashion Week.

## During

**Pinterest Premiere:** High impact video to maximise reach and visibility over three days.

## After

**Street style + front row renaissance:** Rising trends start here! Own an early fashion or beauty trend emerging from Fashion Week on Pinterest.

**Behind the scenes:** The show is a one-time representation of all the inspiration, creativity and craftsmanship coming together. Idea ads are the perfect formats to tell that story behind the silhouette.

**Shoppable runway trends:** Turn fashion runway inspiration into realway looks with Pinterest Creators, or use Collections Ads to display your lookbook or shoppable items.

**Contact your Pinterest PM today for custom strategies.**