

SERBIA FASHION WEEK

DRESS YOUR CULTURE



NOVI SAD
EUROPEAN
CAPITAL OF
CULTURE



APRIL
26-30, 2022



PROGRAMME

SFW PROGRAMME

THUESDAY, APRIL 26, 2022.

Location: AULA – NOVI SAD FAIR

Address: Hajduk Veljkova 11

18:00h Opening of the presentatin of the companies with the trade mark "Najbolje iz Vojvodine" – panel discution, product degustation

18:45h **SERBIA FASHION WEEK OPENING CEREMONY**

BLOCK 1 **19:00h** SPES LINE by Jovana Živković & RA by Teodora Radenković (Serbia)
TMV Fashion (Serbia)

19:30h Cocktail

BLOCK 2 **20:00h** Sanja Veličković (Slovenia)
Alexander Bratscher (Serbia)

20:30 Cocktail

BLOCK 3 **21:00h** Jadranka Šegota (Croatia)
Suzana Perić (Serbia)

22:30h Dinner at restaurant "Aqua Doria"
Address: Kamenički put bb, Petrovaradin

WEDNESDAY, APRIL 27, 2022

Location: AULA – NOVI SAD FAIR
Address: Hajduk Veljkova 11

18:00h Presentatin of the companies with the trade mark
"Najbolje iz Vojvodine" – panel discution, product degustation

BLOCK 4 **19:00h** Silvana Tošić (Serbia)
Katarina Vidović (Serbia)

19:30h Cocktail

BLOCK 5 **20:00h** Kristina Marović (Montenegro)
Lovely Apple by Milica Tričković (Serbia)

20:30 Cocktail

BLOCK 6 **21:00h** Imane Belmkaddem (Sweden and Marocco)
Marija Šabić (Serbia)

22:30h Dinner at restaurant "Kalem"
Address: Narodnih Heroja 3, Novi Sad

THURSDAY, APRIL 28, 2022

Location: AULA – NOVI SAD FAIR
Address: Hajduk Veljkova 11

18:00h Presentatin of the companies with the trade mark
"Najbolje iz Vojvodine" – panel discution, product degustation

BLOCK 7 **19:00h** SKiN iT Fashion by Georgia Chioni (Greece)
Latinka Đorđević (Serbia)

19:30h Cocktail

BLOCK 8 **20:00h** Carmichael Byfield (Netherland)
ZIA Budapest (Hungary)
Sirena by Valentina Dukić (Serbia)

20:30h Cocktail

BLOCK 9 **21:00h** Boško Jakovljević (Serbia)
Jelena Malešević (Serbia)

22:30h Dinner at restaurant "Gastro Katedra"
Address: Polgar Andraša 2, Novi Sad

FRIDAY, APRIL 29, 2022

Location: Design District Novi Sad

13:00h

Seminar/Workshop:

"YOUNG LIONS IN THE JUNGLE"

How much has fashion marketing changed in the digital age? What does good fashion marketing mean today? Is it primarily a successful collaboration with influencers, direct marketing, a classic fashion campaign or a cleverly designed and implemented fashion event? Is it worth taking a shortcut or is it better to choose "a thousand miles"? After all, where do the young designer lions start from, who have just started to give the outlines of the brand to their fashion manuscript?

These are just some of the dilemmas on which marketing experts, fashion experts and fashion experts will present their views.

14:00

FASHION AND THE METAVERSE – Marcellous L.Jones

Guiding Designers, Artists and Creative Thinkers To Future Prosperity Today

Presented by Professor Marcellous L. Jones, President European Consortium For Emerging Fashion and Professor of economics, University Pantheon – Sorbonne And former Professor of Sociology – Sorbonne Universite.

18:30h

Opening EXHIBITION OF THE WINNER S SKETCHES

Location : SKCNS FABRIKA

Address: Bulevar despota Stefana 5

19:00

WINNERS OF THE EUROPEAN FASHION TALENT DESIGN COMPETITION

1. Eszter Péntek
2. Violeta Mujdar
3. Marius Gheorghe
4. Simina Bârle
5. Diana Borcea
6. Cristina Olaru
7. Goina Ioana
8. Maša Mirković
9. Chiara Giannone & Lorenzo Tricarico

WINNERS OF THE ECOLUTION COMPETITION

1. Neda Petrović
2. Irina Toleikite
3. Shamilov Muhammed
4. Brankica Klaić
5. Raluca Lupu

21:00h

JURY NIGHT

Best young talent of the European Fashion Talent Design Competition who will win fashion presentation on Serbia Fashion Week Novi Sad 2023.

Members of the Jury:

Mrs. Svetlana Horvat – President of Serbia Fashion Week & Defile a Paris,
Mr. Donald Potard – ex CEO of Jean-Paul Gaultier Haute Couture House,
Mr. Rocco Leo Gaglioti – President of FNL Network & CEO of International Digital Fashion Week
Mr. Eymeric Francois – French couturier
Mrs. Marianna Miceli – President of Mad Mood Milan Fashion Week.

22:00h

Cocktail

22:30h

Dinner at restaurant "Karlo"
Address: Petrovaradin Fortress, Novi Sad

22:30h

Official SFW Party at club "MUZEJ"

Address: Petrovaradin Fortress

SATURDAY, APRIL 30, 2022

Location: Design District Novi Sad

13:00h

Seminar/Workshop

SUSTAINABLE FASHION: "TOMORROW STARTS TODAY"

There is no doubt that sustainable fashion is one of the main directions imposed on the fashion industry on its journey through the New Millennium. Despite that, it seems that we all talk about this topic much more than we act in accordance with it. So the legitimate question is how well do we know this concept? What does sustainable fashion mean, what does it mean for fashion designers, what for the fashion industry, and what for the customer? Why do we sometimes so easily forget her principles in our own fashion reality? And, certainly most important of all - what is the price of such our fashion choices?

These are just some of the questions that fashion experts, connoisseurs of world fashion trends and fashion designers will give their views on.

18:30h

EXHIBITION OF THE WINNERS SKETCHES

Location: SKCNS FABRIKA
Address: Bulevar despota Stefana 5

19:00h

WINNERS OF THE ECOLUTION COMPETITION

1. Emilija Zdravković
2. Sara Nikolić
3. Ana Matić
4. Timur Tursunkulov
5. Aleksandra Grubačević, Bojana Krivokapić, Jovana Vujošević, Jelena Zejak, Ana Raičević, Antonija Đokić, Tijana Milošević & Božana Barjaktarović

WINNERS OF THE NATIONAL FASHION TALENT DESIGN COMPETITION

1. Nenad Pavlović
2. Lena Antić
3. Aleksandar Latinović
4. Sofija Krsmanović
5. Maša Krstić
6. Jovana Pantić
7. Lena Matić
8. Stana Mladenović
9. Sanja Janković

21:00h

JURY NIGHT

Best young talent of the National Fashion Talent Design Competition who will win fashion presentation on Serbia Fashion Week Middle East in Dubai - UAE!

Best young talent of the Ecolution Competition who will Win fashion presentation on Mad Mood Milano Fashion Week

Members of the Jury:

Mrs. Svetlana Horvat – President of Serbia Fashion Week & Defile a Paris,
Mr. Donald Potard – ex CEO of Jean-Paul Gaultier Haute Couture House,
Mr. Rocco Leo Gaglioti – President of FNL Network &CEO of International Digital Fashion Week
Mr. Eymeric Francois – French couturier
Mrs. Marianna Miceli – President of Mad Mood Milan Fashion Week.

22:30h

Dinner at restaurant "Piknik"
Address: Ribarsko ostrvo bb, Novi Sad

22:30h

Official SFW Party at café "FAMILIA"
Address: Ise Bajića 8, Stari grad Novi Sad

Note: You will see in this schedule that on Friday and Saturday dinner is at the same time as SFW party. We suggest that you go to the restaurant first and after that to join our official party.

Regarding your local transportation, we suggest you to take a taxi as the prices are very low (between 2-5 euros to any destination in the city from your hotel).