

OCTOBER **13-17,2023** NOVI SAD



## SFW PROGRAM

### FRIDAY, OCTOBER 13, 2023

18:30 SFW OPENING

SERBIAN NATIONAL THEATRE
OUTDOORS – THEATER SQUARE

PERFORMING - ENSEMBLE OF THE NATIONAL THEATER OF SERBIA

21:30 SFW OPENING PARTY AT TREMA CLUB (NOVI SAD)

LOCATION: SERBIAN NATIONAL THEATRE
OUTDOORS – THEATER SQUARE

#### **DESIGNERS FROM 22 COUNTRIES:**

Suzana Perić (SERBIA) Milica Tričković (SERBIA) Sanja Veličković (SLOVENIA) loana Degau (ROMANIA) Marco Parascandalo (MALTA) Amela Radan (BOSNIA AND HERCEGOVINA) Federico Bucari (ITALY) Sladana Virijevic (SWEDEN) Imane Belmkaddem (MAROCCO & SWEDEN) Georgia Chioni (GREECE) Sycheva Elena Vladimirovna (RUSSIA) **Jovana Vujošević** (MONTENEGRO) Sonja Janković – Hastja (SERBIA) Ana Kostić (SERBIA) Balazs Mayer (HUNGARIA ) C'est Cher (MOLDOVA) Galina Ivanova -Boutique Style G (BULGARIA) Mina Siddique (DUBAI - UAE) Na Wai Ming Hayden (SINGAPORE) Bandid Lasavong (LAO PDR) Natacha Van (CAMBODIA) Thinthananpachr Chantajaroenpon (THAILAND) Fadzil Hadin (BRUNEI) Eymeric François (FRANCE) Zmanya (SERBIA) Nonna Handmade (SERBIA) Hikaru Seino - Ganon Florist (JAPON)

## SATURDAY, OCTOBER 14, 2023

LOCATION: CASTLE EĐŠEG

Street: Antona Čehova 4, Novi Sad

#### 19:00 SERBIA FASHION FILM FESTIVAL

PRESENTATION OF THE FASHION FUSION PROJECT

**Željko Ivanković** – Film and TV producer & Cofounder and CEO of Sarajevo, Croatia and United Kingdom Fashion Film Festivals.

Serbia Fashion Film Festival is showcasing a selection of works across the globe, presenting an international competition, talks, masterclasses, lectures, workshops, parties and year long online content.

As a hot spot for fashion, film and design fields, Serbia has its own international fashion film festival. A comprehensive program of fashion films are presented to the audience alongside capsule talks with names from fashion, film, arts and media whereas provides a detailed program dedicated to cutting edge design works, art videos, fashion documentaries and workshops.

Fashion films represent a significant segment of the contemporary fashion industry, bringing innovation and depth to the way fashion is presented and experienced. These films are not just advertising material for brands or designers, but true works of art that explore aesthetics, identity, culture and stories through the visual language of fashion. Fashion films provide creative artists, designers and directors with a platform to convey their ideas and visions in a deeper and more emotional way, often challenging viewers to think about fashion in a new way.

**SHOWCASE:** Selection of award-winning films from Fashion Film Festival London, Fashion Film Festival Croatia, Fashion Film Festival Sarajevo, Fashion Film Festival Los Angelos

20:30 COCKTAIL

## SUNDAY, OCTOBER 15, 2023

# LOCATION: MASTER CENTER OF THE NOVI SAD FAIR

18:00 OPENING SHOWROOM & DESIGN

**WEEK EXHIBITION** 

#### BLOK 1

**19:00** FEDERICO BUCARI (ITALY)

SELMA MEKIĆ (SERBIA)

**ZMANYA** (SERBIA)

IOANA DEGAU (ROMANIA)

19:30 COCKTAIL

#### BLOK 2

20:00 SANJA VELIČKOVIĆ (SLOVENIA)

CARMICHAEL BYFIELD (THE

NETHERLANDS)

MILICA TRIČKOVIĆ (SERBIA)

20:30 COCKTAIL

#### **BLOK 3**

21:00 MINA SIDDIQUE (DUBAI – UAE)

SUZANA PERIĆ (SERBIA)

21:30 COCKTAIL

## MONDAY, OCTOBER 16, 2023

LOCATION:
MASTER CENTER OF THE NOVI SAD FAIR

18:00 OPENING SHOWROOM & DESIGN

**WEEK EXHIBITION** 

#### **BLOK 4**

**19:00** MILOVA (SERBIA)

SLADANA VIRIJEVIĆ (SWEDEN)

SILVANA TOŠIĆ (SERBIA) PARASCANDALO (MALTA)

19:30 COCKTAIL

#### **BLOK 5**

20:00 MELISA HUJIĆ - ETIQUETTE (BOSNIA

AND HERCEGOVINA)

HANA LEKOVIĆ (SERBIA)

NENNA (BOSNIA AND HERCEGOVINA)
HASTJA by SONJA JANKOVIĆ (SERBIA)

20:30 COCKTAIL

#### **BLOK 6**

21:00 HIKARU SEINO - GANON FLORIST (JAPON)

BOŠKO JAKOVLJEVIĆ (SERBIA) EYMERIC FRANCOIS (FRANCE)

21:30 COCKTAIL

### TUESDAY, OCTOBER 17, 2023

LOCATION: OPENS

ADRESS: BULEVAR DESPOTA STEFANA 5, NOVI SAD

# 19:00 SEMINAR: ARTIFICIAL INTELLIGENCE AND THE FASHION INDUSTRY

#### **GAME CHANGER!**

There is no doubt that artificial intelligence is changing the world we live in today. That fascinating invention of the human mind, of course, has not bypassed the world of fashion either. How much Al has already changed the rules of the game in the fashion universe, and what awaits us - is a question that fashion professionals of all profiles are intensively dealing with....

Will Al improve and facilitate the business of the fashion industry? Or will it really completely replace certain segments and thus completely extinguish certain professions? How will all these changes affect the traditional partners of fashion - modeling, media, marketing, event industry? Furthermore, will artificial

intelligence displace designers, making their creativity redundant, or will it force them to think and work differently? Finally, will this new technology in the future bring fashion more good or more cause for concern? All these questions will be answered by fashion experts, designers, event managers, marketing experts...

Moderator: Marina Kosanović Stefanović









@serbiafashionweek

@Serbia Fashion Week

Serbia Fashion Week











www.serbiafashionweek.com