



IBIZA
SWIM WEEK
FIRST EDITION

JULY - 2024
Ibiza, Spain

IBIZA SWIM WEEK

SWIMWEAR SHOW

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Ibiza Swim Week is the event that showcases the best swimwear and beachwear fashion from emerging designers and new talents. We are the window to show Ibiza's fashion to the world, as well as its sustainability and craftsmanship, but we also want to be a home for international brands and exhibitors who want to participate.

We are differentiated by our bohemian spirit, love for music, fun and art.



We want to give special visibility to sustainable brands that make fashion while respecting the environment.

The event will be represented by a model or celebrity (TBD).

AIWAA

Our special guest for the After Show is **Aiwaa**, a DJ and producer with an international trajectory who will bring a unique atmosphere and style to the event.





LOCATION

The place will be the wonderful and magical island of Ibiza, a Mediterranean dream that makes this event a must.

Known for its paradisiacal beaches, its nightlife and fashion, Ibiza is positioned as a benchmark of international exposure for its high flow of tourism from all countries, making it one of the most desirable summer destinations.



AGUAS DE IBIZA GRAND LUXE

Laidback luxury hotel

located in Santa Eulalia

C/Salvador Camacho nº 14, Santa Eulalia Del Río, Islas Baleares
Spain 07840

IBIZA IBIZA

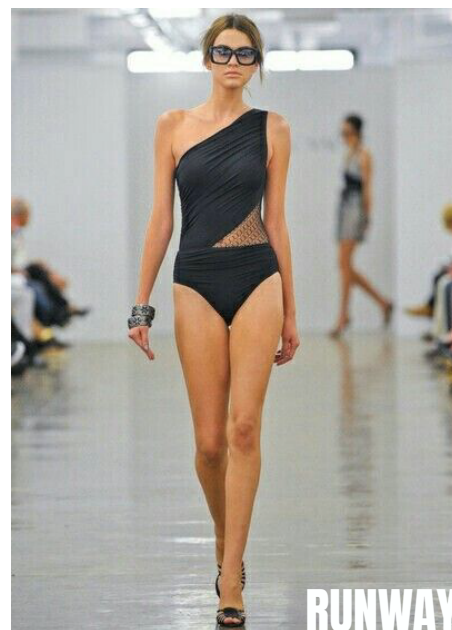
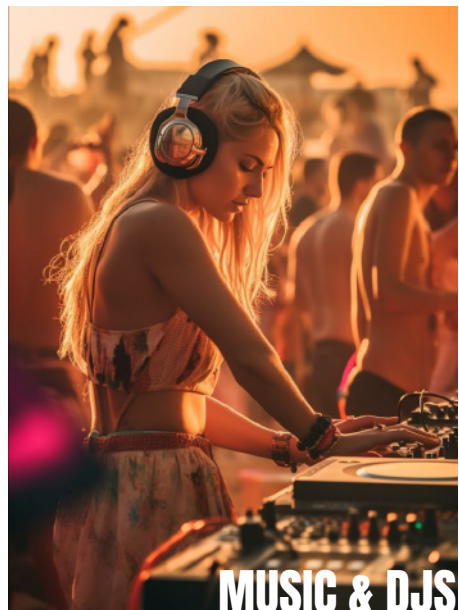
JULY

EVENT

This vibrant day will be bathed in fashion shows, artistic presentations of different kinds, music by national and international DJs, Pop-ups, cocktail show and food.

The event takes place in **July** with around 10-12 carefully selected brands taking part. There will be a fitting on the 19th where designers and models will meet and work on the show. This will be followed by a welcome cocktail as an opportunity to meet the event participants, network and enjoy the evening. On the 20th there will be the fashion shows and an AfterShow with cocktails, music and beautiful people.

We will create an interactive zone where several brands from the island can offer their products and create conversations and experiences with the attendees.




POP-UPS

Be part of **Ibiza Swim Week** and participate in our brand market. You will be able to show your product to a wide audience and gain exposure and amplify your network



SPECIAL GUEST

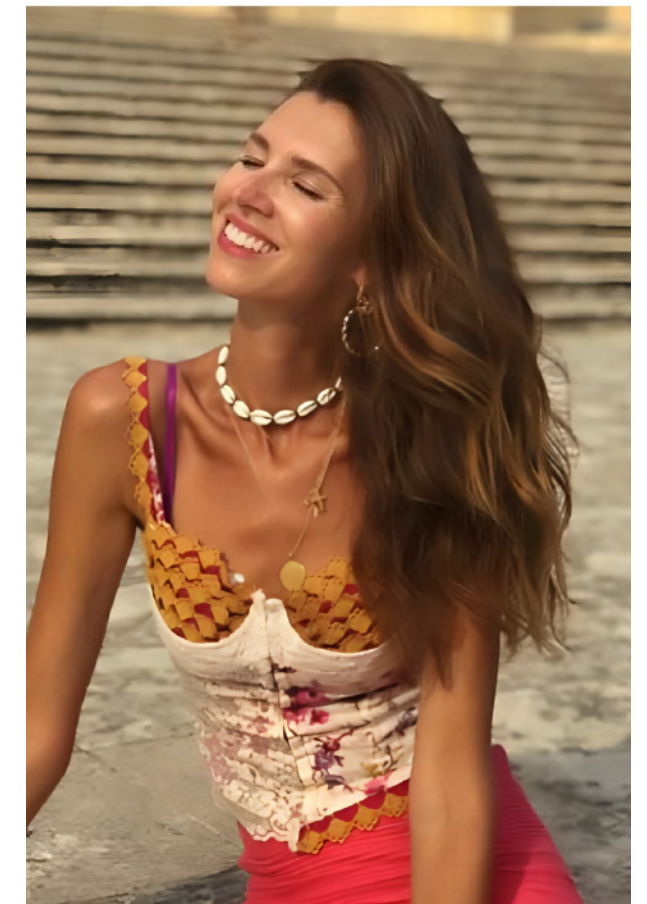
Evita Scoccia: Ny Swim Week Founder

 evitascoccia
108 mil Followers

HOSTED BY

ANA VIDE

MUAH: Laura Furné Beauty Salon
PHOTOGRAPHY: Direction Pablo Prieto
PR & COMMUNICATION: PR Territory



FOUNDER

PARTNERS

Nía Vásquez

Business administrator and expert in Fashion and Luxury Marketing and Communication, she is currently founder and Brand Manager of Cocora Shop, a hand made swimwear brand with 5 years that has appeared in different fashion publications and catwalks in different countries. She combines her entrepreneurial facet as a Luxury Marketing consultant for private companies.

SHIFT

START HERE IN FASHION TV

VYBIE

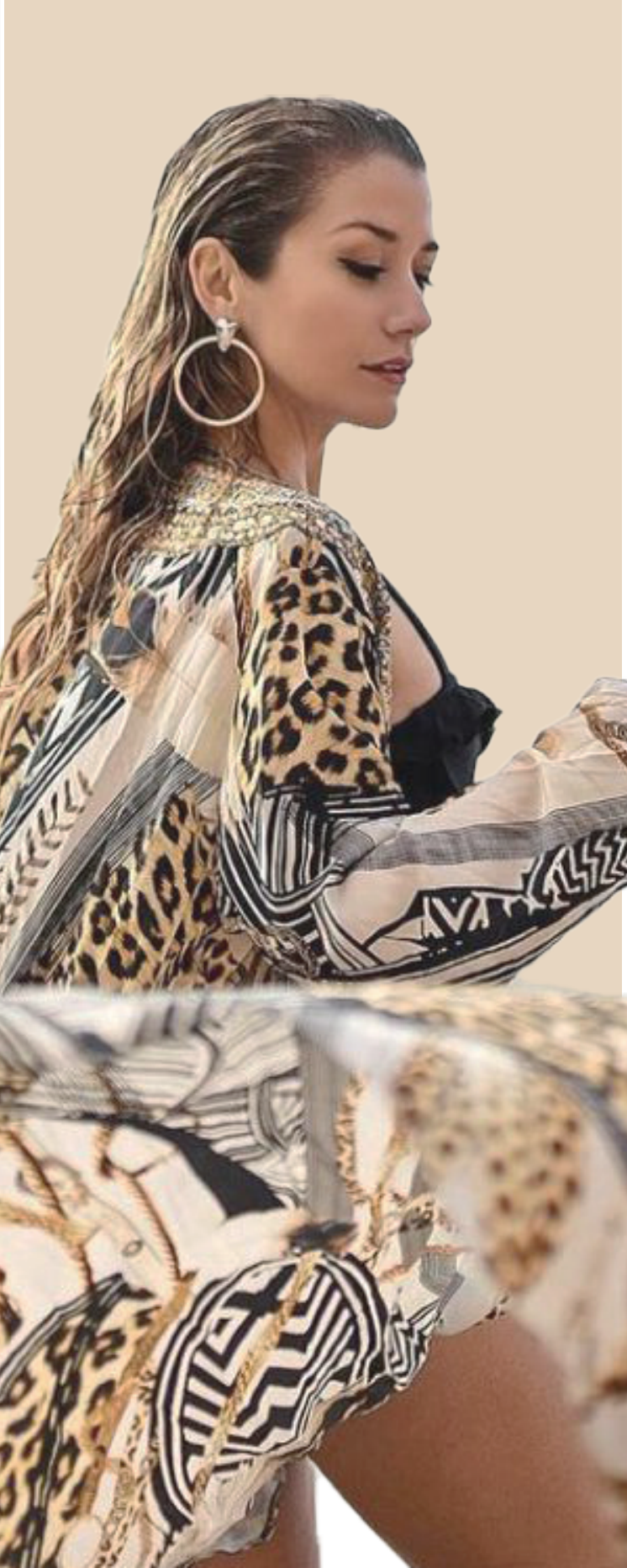


MASE
TALENT GROUP



★★★★
Royal Plaza
HOTEL

www.ibizaswim-week.com - Contact: info@ibizaswim-week.com
Nía Vásquez +34 691322304



COVERAGE

We import this concept from America, emulating catwalks as important as those of New York or Miami. We are going further, giving it a touch of entertainment that can only be seen in Ibiza.

We will create an impact at media level, making a strong previous marketing campaign such as social networks, press and magazines. At the same time we will create campaigns that will give special visibility to our sponsors and to the events that take place around the main event. We will be a reference in swimwear fashion at national and international level and we will create a recurring event every year that offers great projection for the brands and is positioned as a platform to launch local and international brands and businesses.

We will have 12 models and influencers coming directly from New York to our catwalk.

Zara Hedges - Australia
347.000 followers

Victoria Vesce - USA
344.000 followers

Lily Peña - Dominican Republic
90.000 followers

Sarah Leonard - Australia
91.000 followers

Andrea Dragoi - Usa
85.000 followers


Robin Elaine Hansen - USA
67.000 followers

BROADCASTING

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