

ASSOCIATED EVENTS PROGRAM HANDBOOK

ADL
FASHION
WEEK

08 — 12
OCTOBER
2025



APPLICATION KEY DATES

APPLICATIONS OPEN
MONDAY 28 JULY 2025

APPLICATIONS CLOSE
FRIDAY 22 AUGUST 2025

Late applications will not be considered.

ACCEPTANCE ADVISED
TUESDAY 26 AUGUST 2025

EVENT LISTING COPY PROVIDED
THURSDAY 28 AUGUST 2025

APPROVED EVENT LISTING REQUIRED
MONDAY 1 SEPTEMBER 2025

PROGRAM & TICKETS RELEASED
WEDNESDAY 10 SEPTEMBER 2025

ADL FASHION WEEK
**WEDNESDAY 8 OCTOBER — SUNDAY
12 OCTOBER 2025**

LOOK BACK AT ADL FASHION WEEK 2024

Proudly redefining the boundaries of fashion, our biggest-ever ADL Fashion Week program put all eyes on the city.

In 2024, runways, workshops, long lunches, and other ticketed events were joined by free experiences, offers and the after-dark shopping event Rundle St Up Late, creating an unmissable line-up celebrating local and global fashion and creative industries.

We were proud to introduce The Loft at Hotel Richmond: an immersive central hub home to exclusive brand showcases from Paolo Sebastian, Effie Kats, Lana Wilkinson and Yaneth; sustainability panels; and events including the South Australian Fashion Industry Association Industry Breakfast and South Australian Style Wrap Party.

As your front row seat to ADL Fashion Week, Rundle Mall hosted exclusive pop-ups from Gelato Messina, R.M. Williams and Campari, transforming the centre of the strip into Jardin de Mall, a Parisian-inspired oasis featuring a disco, photobooth and Maison de Shop & Win.

HIGHLIGHTS

A diverse program of 40+ events across all corners of the city and North Adelaide.

One-third of events championing sustainability.

2,200+ tickets sold, generating tens of thousands of dollars in revenue for city businesses.

275% lift in the average daily spend per customer in Rundle Mall.

43% lift in spending across department stores, clothing and accessories (vs. 2023).

Launch of The Loft at Hotel Richmond—a curated hub for events, brand showcases and industry workshops.

New brands testing their product in the Adelaide market during a peak retail period.



ADL FASHION WEEK 2025

As Adelaide's premier fashion festival, ADL Fashion Week champions the local fashion industry and provides a platform for the beauty, culinary, and design industries to connect, collaborate, and flourish.

ADL Fashion Week returns from 8-12 October 2025, stepping into a new era in partnership with the South Australian Fashion Industry Association to deliver its inaugural five-day program across the city and North Adelaide.

ADL Fashion Week is an initiative presented by the Adelaide Economic Development Agency (AEDA), supported by the City of Adelaide.



WHAT IS THE ASSOCIATED EVENTS PROGRAM?

The Associated Events Program brings together businesses, designers, and creatives to collaborate and participate in the festival. It's the perfect opportunity to launch a new product or event, partner with a different brand or activate a unique space—all while connecting with new audiences and generating revenue through ticket sales.

For the first time, all Associated Event hosts must select from one of three marketing support packages. These tiered options are designed to elevate your event and provide promotional benefits with the right level of support for your needs and budget.

WHAT YOU NEED TO KNOW

1. Associated Events must lead with a fashion focus.
2. Associated Events are independently hosted and form part of the broader ADL Fashion Week Program.
3. Associated Events should offer something exclusive to ADL Fashion Week. Think: experiences that consumers can't access any other time of the year.
4. Associated Events must take place between 8-12 October 2025.
5. The ADL Fashion Week Creative Team will assess all submissions against five core pillars, key requirements and essential criteria (see below). While acceptance is not guaranteed, alternative opportunities may be offered.
6. Event hosts retain 100% of ticket proceeds (minus ticketing platform service fees). Hosts are responsible for determining their own ticket prices.
7. All submissions must be fully completed with confirmed venue, ticketing price, and event details.

WHAT WE'RE LOOKING FOR

Event concept

- Creative, interactive, and experiential.
- Built around a unique concept or hook.
- Collaborate across fashion and the wider creative industries.
- Celebratory of designers, producers, artists, and makers.

Examples of previous events

- Immersive, designer-led fashion experiences.
- Intimate luncheons or high teas showcasing fashion, music, and arts.
- Hands-on workshops, masterclasses or live demos.
- Runway shows and parades, including vintage, ready-to-wear and avant-garde.
- Expert panels and discussions with designers and experts about upcoming trends, sustainability or technology.
- Exhibitions, showcases, performances, or installations.

2024 HIGHLIGHTS

In 2024, the Associated Event Program saw a 20% increase in events from the previous year, featuring 40+ diverse events—from high-end runways to hands-on workshops.

Survey results showed that 82% of attendees felt ADL Fashion Week encourages them to spend in the city rather than the suburbs. 81% of industry participants believed the festival helped to gain valuable contacts and opportunities, while 39% of event hosts saw an increase in social media reach and engagement.

MARKETING SUPPORT PACKAGES

PACKAGE ONE — \$500 + GST

Ideal for those wanting maximum exposure and support.

- 1-hour collaboration meeting with the ADL Fashion Week Creative team.
- Venue walkthrough with the Associated Events Manager.
- Dedicated contact person.
- Inclusion in targeted paid advertising.
- Min. 2 posts on the ADL Fashion Week Instagram and Facebook page.
- 1 feature in the following consumer eDMS: ADL Fashion Week and Experience ADL (combined ~141k+ subscribers).
- 100% of ticket sales revenue (excluding transaction fees).
- Use of the ADL Fashion Week logo on all marketing collateral.
- Professional copywriting for your event listing.
- Co-hosting of your Facebook event page (if applicable).
- ADL Fashion Week decal for your storefront/venue.
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

PACKAGE TWO — \$300 + GST

A mid-level option with strong exposure across digital platforms.

- Venue walkthrough with the Associated Events Manager.
- Dedicated contact person.
- Min 1 post on the ADL Fashion Week Instagram and Facebook page.
- 1 feature in the ADL Fashion Week consumer eDM.
- 100% of ticket sales revenue (excluding transaction fees).
- Use of the ADL Fashion Week logo on all marketing collateral.
- Professional copywriting for your event listing.
- Co-hosting of your Facebook event page (if applicable).
- ADL Fashion Week decal for your storefront/venue.
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

PACKAGE THREE — \$150 + GST

A streamlined option offering essential marketing support.

- Dedicated contact person.
- One (1) feature in the ADL Fashion Week consumer e-newsletter (50-100) words.
- 100% of ticket sales revenue (excluding transaction fees).
- Use of the ADL Fashion Week logo on all marketing collateral.
- Professional copywriting services for your event description.
- Co-hosting of your Facebook event page (if applicable).
- ADL Fashion Week decal for your storefront/venue.
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

HOW YOUR EVENT WILL BE ASSESSED

All applications will be reviewed by the ADL Fashion Week Creative Team using the following five core pillars and key requirements that align with the wider festival program:

CULTURE

ADL Fashion Week celebrates the cultural identity of South Australia by curating a culturally inclusive program and campaign.

INDUSTRY

A grassroots approach to engage with the industry, recognising its evolving nature.

INCLUSIVITY

All ages, backgrounds, gender identities and physical appearances are welcome across the program and talent engagement.

INNOVATION & TECHNOLOGY

Exploring the future of how fashion is created, worn, and experienced.

SUSTAINABILITY

From design to production, the festival highlights how sustainability plays a pivotal and expanding role in the fashion industry, starting with education.



KEY REQUIREMENTS

Events must also:

- Be creative and fashion-led, and can include elements such as music, photography and visual arts;
- offer a unique experience for consumers;
- ensure a minimum capacity of 10 attendees;
- be compelling enough to encourage ticket purchases; and
- take place within postcodes 5000 or 5006.

WHAT MAKES A GREAT EVENT

CURATING YOUR EVENT

Think about:

- What are your brand values?
- What is your “why”?
- What do you want to achieve?
 - Sales
 - Brand / product awareness
 - New customer engagement
 - Reward existing customers
- Do you have an allocated budget?
- What existing assets can you use?
- Can you leverage any existing partners or collaborations?

ACTIVATION AND ASSETS

There are many creative ways to bring your event to life. Consider incorporating:

- Live entertainment (DJs, acoustic sets, unexpected performances).
- Giveaways (product samples, limited-edition merch etc.).
- Brand activations or cross-industry collaborations (eye-catching displays, micro-installations or product sampling carts).
- Photo-worthy moments (creative backdrops or tactile branded elements in-venue).
- Fashion-led food and drink (signature cocktails, stylised canapés, menu tie-ins).



EVENT INSPIRATION

WEAR THE MUSIC

HIGH ENERGY, HIGH IMPACT.

Presented by specialist electronic retailer Addicted to Audio, the cutting-edge designs of emerging talent were accessorised with premium tech at this avant-garde event. Travis Dempsey (The Living End), crafted a soundscape that resonated with the designs as seen on a diverse cast of local models.



COUTURE CLUB — A SOFITEL SOIRÉE

LUXURY MEETS INTIMACY.

Guests were treated to an opulent night of fashion, fine French fare and live music at this runway noir. Breathtaking designs from Cristina Tridente's couture+love+madness found their match in the romantic beauty of the Sofitel's Club Millésime, where models wove between guests to create an immersive experience.



SERAFINA DAWN TO DUSK RUNWAY & LONG LUNCH

REFINED AND RUNWAY READY.

An exclusive runway preview of Serafina's summer collection, including Q&A with Head Designer Hannah Buchanan, took place at Longplay Bistro. Guests enjoyed a delectable long lunch from Longplay's esteemed chefs as they heard insights behind the collection, and relaxed to the soft sounds of vinyl from a live DJ.



ESSENTIAL CRITERIA

Applicants that meet the selection criteria outlined below and listed in the application form will be given priority for acceptance into the ADL Fashion Week Associated Events Program.

Eligibility

- Open to all businesses and individuals. Your core business / function does not have to be fashion. We encourage all facets of the creative industry to participate.
- Financial assistance from ADL Fashion Week is not available to any individual, group, association or business applying through this application process.
- Associated Events are independently hosted and must take place within Adelaide CBD (5000) or North Adelaide (5006), regardless of where your business is based.
- Note: higher priority will be given to events that feature multiple brands and / or brands based within postcodes 5000 / 5006.

Reasons for rejection

- ADL Fashion Week reserves the right to reject an event, individual, group, association or business where:
 - There is a conflict of interest with ADL Fashion Week objectives, partners or sponsors.
 - There is no adequate evidence to show that the individual, group, association or business will deliver to the quality standard expected by the event.
 - The application does not comply with these Terms and Conditions or requirements of the ADL Fashion Week program.

Successful applicants must:

- List your event on the Australian Tourism Data Warehouse (ATDW) (corresponding to your ADLFASHIONWEEK.COM event listing). AEDA can provide support with this if necessary.

- Use ADL Fashion Week branding (e.g. logo, colour palette) on all event promotions. You'll be provided a branding and social media toolkit; logo use is subject to approval.
- Be solely responsible for guaranteeing the delivery of a successful event and must encourage ticket sales through their own marketing and social media platforms.
- Participate in festival research conducted by ADL Fashion Week, including post-event surveys and reporting, as necessary.
- Ensure a minimum capacity of 10 attendees.

Ticketing and revenue

- All tickets will be sold via the official ADL Fashion Week ticketing platform.
- All ticket revenue from an Associated Event is passed on directly to the event holder, except booking fees, as it will be deducted from the ticketing fee. ADL Fashion Week does not retain any percentage of the ticket sales.
- All costs associated with running the event remain the event holder's responsibility.
- Ticket sales revenue will be distributed as per the appropriate ticketing platform terms and conditions. Event holders must provide bank details once their application has been accepted.

HOW TO GET INVOLVED

STEP 1

DEVELOP YOUR CONCEPT

Start shaping your event idea. The ADL Fashion Week Creative Team is available to provide guidance or feedback in refining your concept.

STEP 2

SUBMIT ONLINE APPLICATION

Visit [ADLFASHIONWEEK.COM/INDUSTRY](https://adlfashionweek.com/industry) for more information and to complete your online application by **Friday 22 August 2025**.

STEP 3

NOTIFICATION OF ACCEPTANCE

Successful applicants will be issued an email confirmation outlining all event details and requirements associated with the ADL Fashion Week Program by **Tuesday 26 August 2025**.

STEP 4

APPROVAL OF YOUR EVENT LISTING COPY

If accepted, your event description will be sent for review on **Thursday 28 August 2025**. You must approve this by **Monday 1 September 2025**.

STEP 5

PROGRAM & TICKET SALES LAUNCH

All Associated Events will go live on the official ADL Fashion Week website ([ADLFASHIONWEEK.COM](https://adlfashionweek.com)) on **Wednesday 10 September 2025**.

CONTACT US

For more information on the Associated Events Program, please contact:

Megan Deer
Associated Events Manager
e: afw@maisieandco.com
m: 0477 716 605

For general enquiries, please contact

fashion@aedasa.com.au

ADLFASHIONWEEK.COM/INDUSTRY
