

Associated Events Program Handbook

ADL
FASHION
WEEK

07 — 11
OCTOBER
2026



Key Dates

Application open

Monday 15 June

Applications close

Friday 31 July

*Applications submitted after this date will not be considered.

Acceptance advised

Thursday 13 August

Website copy sent for approval

Thursday 20 August

Website copy approval due

Thursday 27 August

Tickets on sale

Monday 7 September

ADL Fashion Week

Wednesday 7 — Sunday 11 October

Look back at ADL Fashion Week 2025

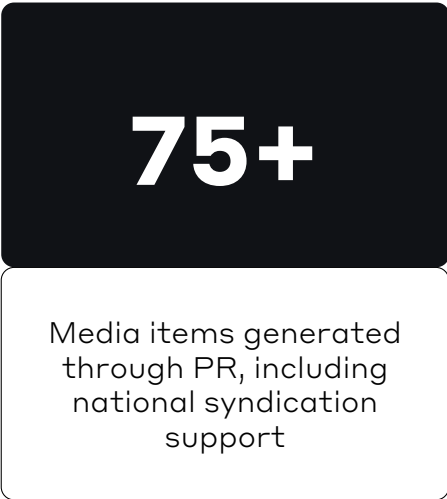
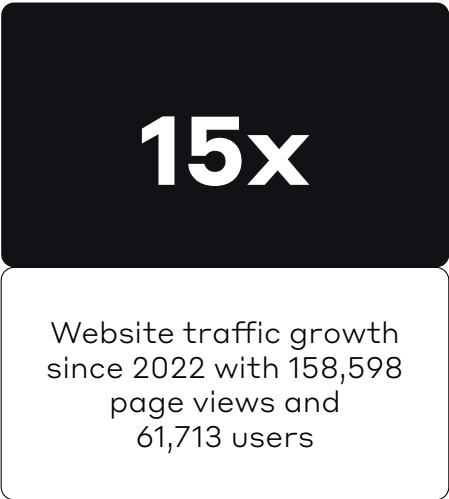
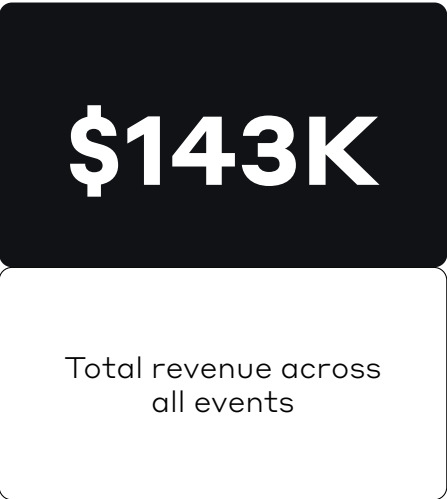
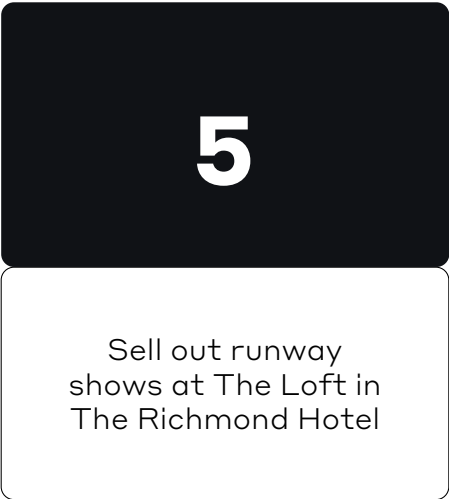
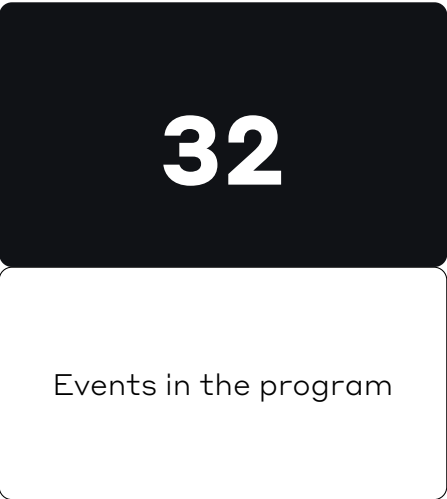
ADL Fashion Week continued to put all eyes on the city in 2025 as a celebration of Adelaide’s creative heartbeat and the people shaping local fashion.

Expanding to a five-day program featuring five runway shows delivered by the Adelaide Economic Development Agency, and supported by the South Australian Fashion Industry Association, the event continued to grow its reach, ambition and impact.

Across runways, workshops, long lunches, podcasts, talks and shopping events in Rundle Mall, the program brought together local and global fashion alongside Adelaide’s renowned food and hospitality scene, reinforcing the city’s reputation as a vibrant cultural destination.

In 2025, ADL Fashion Week also recorded increases in participant satisfaction and in the number of first-time attendees, alongside greater recognition of the economic and cultural contributions fashion makes to South Australia.

Overall, ADL Fashion Week 2025 demonstrated continued momentum and increasing appetite for fashion-led city experiences, reinforcing its position as a signature cultural event on South Australia’s calendar.



ADL Fashion Week returns from 7–11 October 2026, placing Adelaide's fashion community in the spotlight across a five-day program.

Presented by the Adelaide Economic Development Agency, a subsidiary of the City of Adelaide, ADL Fashion Week connects designers, retailers, venues and hospitality partners, inviting audiences to engage more deeply with the people, ideas and craftsmanship behind the designs they love.

At its heart, ADL Fashion Week is about bringing fashion up close, inviting audiences closer to the makers, processes and places behind the designs they love. More than a series of runway shows, it has evolved into a citywide platform that showcases the full spectrum of fashion, from concept and craftsmanship through to conversation, collaboration and immersive experience

The event champions local designers and brands crafting quality products, while pairing fashion with Adelaide's celebrated food, hospitality and cultural scenes. In doing so, it extends fashion beyond the runway and into studios, retail spaces, venues and public sites across the city.

This connection between fashion and the wider cultural landscape remains central to the event's continued growth and relevance, reinforcing Adelaide's reputation as a city where creativity thrives.

In 2026, the program will introduce new ways for audiences to experience fashion up close, offering greater access to Adelaide's creative industries and the people behind them.



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.

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.



Creating a strong Associated Event

WHAT YOU NEED TO KNOW

1. All Associated Events must lead with a fashion focus.
2. Associated Events are independently hosted events that form part of the broader ADL Fashion Week Program. The Associated Event host determines the ticket price.
3. Associated Events should offer a bespoke event that a consumer would not be able to experience outside of ADL Fashion Week. Unexpected collaborations, behind-the-scenes insight and future-forward thinking are some of the keys to a successful event.
4. All Associated Events must take place during ADL Fashion Week between Wednesday 7 and Sunday 11 October 2026.
5. Each event is assessed by the ADL Fashion Week Creative Team – acceptance into the program is not guaranteed but the Team will work with you where possible to provide other opportunities to be involved in the festival.
6. There are (3) tiers of participation and event hosts will retain all of the proceeds of the ticket sales after ticketing platform service fees and transactional fees.
7. All submissions must be 100% complete including confirmed venue, ticket price etc to be considered.

WHAT WE'RE LOOKING FOR

We're seeking bold, creative and experiential event concepts that bring fashion and creativity to life in unexpected ways and allow audiences to engage more deeply with the people, ideas and craftsmanship behind the designs they love.

Event concept

- Be creative, interactive, experiential and unparalleled.
- Distinctive, with a clear and compelling point of difference.
- Collaborative, engaging partners across the broader creative industries.
- Strongly connected to arts, culture, fashion and design.

- Led by standout talent including designers, makers, artists, producers and innovators.

We're especially interested in concepts that transform how audiences experience fashion and allow audiences to move beyond observation into participation, conversation, exploration, and connection.

Here are some ideas to get you started

- Open studio experiences and city-wide studio trails showcasing fashion in production.
- Live making activations featuring designers, pattern makers and craftspeople working in real time.
- "From sketch to runway" storytelling experiences revealing the full creative process.
- Interactive fabric and materials showcases exploring textiles, innovation and sustainability.
- Cross-disciplinary fashion events combining fashion with music, sound, art or performance.
- Designer-led talks and conversations paired with artists, architects, technologists or creatives.
- Curated dining experiences connecting fashion with food, storytelling and collaboration.
- Site-specific fashion presentations in unexpected city locations (laneways, rooftops, public spaces).
- After-dark studio and creative precinct walking experiences with open doors and live engagement.
- Retail window installations revealing the process, storytelling and making behind fashion pieces.
- Expert panels and discussions with designers and experts about upcoming trends, sustainability or technology.

How your event will be assessed

The ADL Fashion Week Creative Team will assess applications based on the below key criteria:

Alignment with Program Vision

1. Brings audiences closer to fashion, makers, process, and place.
2. Invites audiences beyond passive viewing into participation, understanding or immersion.
3. Clearly reflects Adelaide's connected creative ecosystem.

Experiential & Audience Engagement

1. Delivers a highly engaging, interactive or immersive audience experience.
2. Encourages participation, discovery or hands-on involvement.
3. Creates memorable and emotionally resonant moments.

Collaboration & Creative Integration

1. Demonstrates collaboration across creative industries (fashion, art, music, design, food, etc.)
2. Involves meaningful partnerships with designers, makers or cultural practitioners.
3. Strengthens connections within Adelaide's creative ecosystem.

Inclusivity

1. Ensure your event is inclusive and welcoming to people of all ages, cultural backgrounds, gender identities and physical appearances.
2. Reflect diversity in both programming and any featured talent, participants or collaborators.
3. Consider how your event design supports accessibility and inclusive participation.

Sustainability

1. Consider sustainability in the design and delivery of your event.
2. Where possible, integrate environmentally responsible practices across materials, production and operations.
3. Demonstrate awareness of sustainability within fashion, production or creative presentation choices.

Feasibility & Delivery Confidence

1. Clear and realistic delivery plan within event timeframe.
2. Demonstrates strong operational capability and logistics planning.

Key criteria

- Your event must be fashion and creative-focused, including elements such as music, photography and visual arts.
- Your event should deliver a distinctive and engaging experience for audiences.
- Your event needs to be compelling, with clear appeal that encourages ticket purchase.
- Your event should generate strong audience engagement and create shareable, social and media interest.
- Applicants must demonstrate relevant experience in delivering similar events or activations.
- Your event must take place within Adelaide CBD or North Adelaide (postcodes 5000 / 5006).

BENEFITS OF BEING INVOLVED IN AN ASSOCIATED EVENT

- Be a part of Adelaide's premier fashion festival.
- Generate revenue through ticket sales.
- Showcase your products and/or services.
- Expose your business or brand to a new or expanded audience.
- A platform to launch a new brand, product, service or experience.
- Engage with a captive fashion-forward audience.
- Opportunity to collaborate with other businesses.
- Dedicated contact person.
- Access to ADL Fashion Week collaboration forum.



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).



Marketing support packages

Package One — \$500 + GST

Ideal for those wanting maximum exposure and support.

- 1 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 ADL Fashion Week consumer newsletter.
- 1 feature in the Experience ADL consumer newsletter.
- 100% of ticket sales revenue (excluding transaction and ticketing platform service 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 (if applicable).
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

Package Two — \$300 + GST

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

- Dedicated contact person.
- Min. 1 post on the ADL Fashion Week Instagram and Facebook page.
- 1 feature in the ADL Fashion Week consumer newsletter.
- 100% of ticket sales revenue (excluding transaction and ticketing platform service 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 (if applicable).
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

Package Three — \$150 + GST

A streamlined option offering essential marketing support.

- Dedicated contact person.
- One feature in the ADL Fashion Week consumer e-newsletter.
- 100% of ticket sales revenue (excluding transaction and ticketing platform service 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 (if applicable).
- Event listing on ADLFASHIONWEEK.COM and official ticketing platform.

Essential criteria

Priority for acceptance into the ADL Fashion Week Associated Event Program will be given to individuals and businesses who meet the selection criteria outlined below and listed in the application form.

Eligibility

- All types of businesses and individuals can apply to be a part of the ADL Fashion Week Associated Events Program. Your core business / function does not have to be fashion. We encourage all facets of the industry to apply.
- Financial assistance from ADL Fashion Week is not available to any individual, group, association or business applying through this application process.
- An ADL Fashion Week Associated Event is independently hosted, and all events must be hosted in Adelaide CBD (5000) or North Adelaide (5006). Your business may be outside of these postcodes but the event must take place in either of these locations.

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.
- Higher priority will be given to events that feature multiple brands and / or brands based within postcodes 5000 / 5006.

Successful applicants must:

- Create a corresponding Australian Tourism Data Warehouse (ATDW) event listing, as

an AEDA requirement. AEDA can provide support with this if necessary.

- Demonstrate ADL Fashion Week branding in event execution (i.e. colour palette, logo, etc), and agree to use the ADL Fashion Week logo (minimum) on all event communications and promotions relating to the participation in the ADL Fashion Week Program.

Successful applicants will be provided with an ADL Fashion Week Branding and Social Media Toolkit.

- 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 official event research conducted by ADL Fashion Week during and post-event, as necessary.
- All Associated Events within the ADL Fashion Week Program must have a minimum capacity of 10 attendees.

Ticketing and revenue

- All tickets will be sold via an event ticketing platform managed by the ADL Fashion Week Team.
- 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.

Successful applicants will be issued a letter of acceptance and/or an email confirmation outlining all event details and requirements associated with the ADL Fashion Week Program.

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 31 July 2026**. Note that the applications will open on **15 June 2026**.

Step 3

NOTIFICATION OF ACCEPTANCE

The ADL Fashion Week Creative Team will review all applications and advise of acceptance into the program by **13 August 2026**.

Step 4

APPROVAL OF YOUR ONLINE EVENT MARKETING

On **20 August 2026**, you will be sent your website copy. You will be required to approve this by **27 August 2026**.

Step 5

PROGRAM LAUNCH

All Associated Events will launch online by **7 September 2026**.



FAQs

What does it cost to be an Associated Event?

There are three levels of participation that come with varying benefits to an event.

Do I have to use the ADL Fashion Week ticketing platform?

Yes, the ADL Fashion Week ticketing platform is integrated into the festival website, online program and event reporting.

Do I need public liability insurance?

Yes. Event hosts are responsible for arranging and providing their own public liability insurance

Can AEDA help me to find a venue, designer, photographer, model, makeup artist etc?

The ADLFW [Industry Facebook page](#) is available for industry members to connect and collaborate. Relevant collaboration enquiries received by AEDA will be directed to the Facebook page.

Will I have access to ticket sales information?

Yes. Event hosts will have access to an event-specific dashboard to help with planning. This may include ticket sales information, dietary requirements, seating requests and other relevant attendee details.

What are the ticketing fees?

The ticketing fees are 1.7% + \$0.30 per ticket.

Will AEDA provide a photographer for my event?

AEDA photographers may attend selected events throughout the festival. However, event hosts are encouraged to arrange their own photographer if they require dedicated content capture.



Contact us

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

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Associated Events Manager
e: afw@maisieandco.com

For general enquiries, please contact

fashion@aedasa.com.au

ADLFASHIONWEEK.COM/INDUSTRY
