HFT

High Fashion Talk
Graduate Designer Search

NOTES TO EDITORS

High Fashion Talk in partnership with international fashion circle professionals is turning their platform during the high summer into a stage for the fashion graduate designers with the most creative approach towards the unexpected life situation that has put a halt on an anticipated and longed for Class 2020 fashion show. HFT wants to support all graduating designers in 2020 by offering them exposure on the platform and of their network.

The High Fashion Talk Graduate Designer Search facilitates graduates reaching the high fashion audience, consumers, press and professionals; kick-starting their engagement with the community.

Class of 2020 graduate fashion shows will unfortunately not happen.
HFT is offering the next best thing and will showcase collections in tune with next generation fashion forward thinking and practices.

The top five selected from all the participants will be featured further across participating platforms and receive further support to build their audience.

All qualifying entries will be posted on HFT platforms to gauge audience reaction and engagement.

A panel of industry professionals and innovators will be presented with designers' content to be appreciated and deliberate which collection has the best potential and innovative creative content to present their work.

Designers will be chosen to receive prizes and support packages provided by our partners on the basis of who will benefit the most.

An overall winner will be chosen to be honoured with the title and receive a package of support and prizes.

Please submit all entries, enquiries and questions to
contact@highfashiontalk.com

All media to be sent via WeTransfer, Dropbox or other data transfer methods.

HIGH FASHION TALK

HFT facilitates the high fashion conversation with cross-platform content and real-world experiences, informing and engaging our progressive, culturally conscious and diverse intergenerational community of over 6 million people worldwide.

High Fashion Talk delivers the content people want, where they want it.
The media landscape has decentralised from websites and print magazines, the audience have migrated their attention to social media, online conversations and in-person interactions.
Capitalising upon this opportunity, HFT exists in those spaces, connecting the community by presenting content to initiate discussion and the sharing of thoughts and opinions. The discourse and participation introduces concepts into the cultural fabric of High Fashion, generating interest and driving a following to the narrative.

With an advanced and intricate understanding of the community, how people engage with content and their tastes and preferences, we have unique insight and knowledge regarding the best way to talk to and engage with the audience.
The HFT network are not strangers to each other, and with the strong relationships built, the conversation extends beyond the open platforms to discussions in smaller circles in online group chats and offline congregations, small and large scale.

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