

TORINO
FASHION
WEEK



9th edition

TMODA


from duty to beauty

27th june_
3rd july 2024

What is GreenPea



The first Green Retail Park dedicated to the theme of Respect

Green Pea is a place of beauty and Respect to give life to a **new way of consuming**: with every purchase you make you can become part of the change.

Here you will find beautiful top-quality products Made in Italy and from around the world - with a low impact on the environment - experiences, events and all the services necessary to live Green. Essentially, you will find 66 shops, a museum, 3 restaurants, a swimming pool, a spa and a club dedicated to creative idleness.

A total of 72 places where Respect from duty becomes pleasure.

Green Pea Partners meet in the **Producers Pea Club**, with the aim of continuing to grow and improve through **exchanging experiences and visions**.

This is how new ideas are born, from Turin towards the world.

www.greenpea.com



At Green Pea you will find **top quality** products, designed for **responsible use** and made in **harmony with Nature**. Products made to be durable, with full **Respect for the environment and society**. Products designed to last a long time and can be reused or recycled at the end of their life. The companies that make them are mostly Italian and already have a distinctly Green profile, while others have begun the journey with excellent results.

The Green Pea Partners believe in the need to produce and consume in harmony with Nature and, at the same time, work to make beautiful, long-lasting and respectful products, in line with the principles of beauty and the originality of **Made in Italy**.

They are companies - almost all Italian - that have long since placed **Green** policies at the heart of their activities, or that are rapidly moving towards sustainable production with excellent results. All the products that our Partners offer in Green Pea are made in compliance with the highest levels of social and environmental sustainability, guaranteed by the Production Regulations.

Together for the protection and growth of our planet

Plant 100 million trees by 2025 thanks to the Priceless Planet Coalition

Donate a tree

For each participating stylist, 5 trees will be donated.

The **Priceless Planet Coalition** unites the efforts of retailers, banks, cities and consumers for a unique and impactful action to protect the Planet, **planting 100 million trees in the next 5 years** through Conservation International and the World Resources Institute, which operate for years in the protection of forests.

Why trees?

Forests regulate natural oxygen and carbon cycles around the world and protect local and regional climate balance through the exchange of water and energy with the atmosphere.

Restoring the planet's forests is an economically efficient and highly effective **solution to mitigate the impact of greenhouse gases** emitted on a global scale.

Piantare alberi porta valore economico alle comunità locali: **fino a € 25 per ogni euro investito in attività di recupero territoriale.**

Planting trees brings economic value to local communities: **up to €25 for every euro invested in land recovery activities.**

Mastercard has selected global environmental organizations **Conservation International** and **World Resources Institute** to lead the mobilization and coordinate reforestation efforts, collaborating with local communities and all stakeholders in forest protection.

In collaboration with  **GreenPea**
from duty to beauty

Imagine a stage where creativity and innovation meet, where emerging talent and consolidated experience come together to create something magical.

This is the beating heart of **Turin Fashion Week** (TFW), an event that transcends simple fashion shows to become a crossroads of international opportunities.

The **Turin Fashion Week** (TFW) stands as a beacon of creativity and innovation, a place where artistic vision meets technical ingenuity, where the new intertwines with the traditional, creating a fabric of possibilities that envelops participants and spectators in a 'unparalleled experience.

Under the majestic shadow of the **Mole Antonelliana**, the TFW has established itself as an event of global significance.

Its past editions have been consolidated thanks to the various collaborations created, which have worked together to project Turin onto the international stage, offering companies unprecedented visibility and growth opportunities.

In **nine years**, TFW has become the cradle of a stylistic revolution, a place where ambition meets opportunity, where every brand, designer and manufacturing company has been able to expand its horizon, achieving international visibility and forging commercial agreements that they rewrote the rules of the game.

TFW is more than a fashion week; it is a celebration of art, culture and innovation.

It is an invitation to participate in an adventure that defines the future of design, not only in Italy, but throughout the world.

It is an unmissable event for anyone who wants to leave a mark on the fabric of fashion, for anyone who wants to be part of a history that continues to inspire and influence the future of design.

Participating in TFW is not just a choice, it is a declaration of intent, a commitment to excellence and innovation, it is a journey into the beating heart of fashion, a journey where no one should miss.



Reference Concept

TFW is an **international, independent and innovative event** aimed at emerging brands, young designers and small and medium-sized fashion businesses. Its international vocation and, at the same time, the attention to local and national talents is confirmed by the ability to attract companies, brands and stylists from all over the world thanks to the collaboration with local and foreign authorities to offer stylists a strategic showcase at international.



Participating in the Turin Fashion Week is an extraordinary opportunity to immerse yourself in the world of fashion and experience all the aspects that contribute to making it a dynamic and constantly evolving sector, which offers:

Discovery: See the latest trends and emerging talent shows up close.

Networking: Expand your professional network through meetings, talks. B2Bs bring together companies, designers, retailers, distributors and industry experts from around the world through pre-arranged meetings that allow participants to create international business partnerships.

Learning: Attend training events to deepen your passion for fashion.

Support: Enhance Made in Italy and local artisan quality and learn about styles from all over the world.

Peace and Solidarity: Promoting positive values through fashion, uniting designers from different contexts.

Each point represents a unique opportunity for personal and professional growth, as well as being a way to actively contribute to culture and the fashion industry. The **Turin Fashion Week** can be a launching pad for new collaborations, ideas and projects, as well as being a moment of celebration of the beauty and creativity that fashion can offer.

These are just some of the reasons why I have to participate in Turin Fashion Week, an event that will give me a **unique and unforgettable experience** in the world of fashion.



TORINO FASHION WEEK

Torino Fashion Week 2016_17_18_19_20_21_22_23
by TModa

24_ main partners
81_ technical partners
12_ institutionals partners
19_ internationals collaborations
570_ fashion designers from all over the world on catwalk
+4100_ press on web and paper
+6.051.310_ digital edition views 2020-2021

Torino Fashion Match_ B2B 2016_17_18_19_20_21_22_23
by Unioncamere Piemonte in collaboration with Enterprise Europe Network

+ 43_ countries
3260_ B2B and meetings participants
+4120_ internationals meetings realized

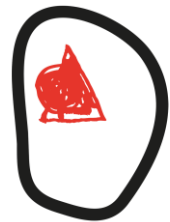
TMODA

Villa  *Sassi*



_ Villa Sassi Parades

Edition 2023



il mercato
CENTRALE
TORINO



Edition 2023

_ Mercato Centrale Parades



Lucy Compitoe [@lucycompitoe](#)

Awards

2017_ CNA, CNA Federmoda, Camera di Commercio di Torino
Miglior evento di stile

2018_ CNA, CNA Federmoda, Camera di Commercio di Torino
Torino nel mondo e il mondo a Torino. Con gratitudine da CNA a Claudio Azzolini

2018_ Cover Magazine Dubai
330 pagine dedicate alla Torino Fashion Week

2018_ Islamica 500 Barhein
The 500 who make the Islamic Economy

2019_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver saputo costruire e far crescere un format vincente

2019_ European Commission, Enterprise Europe Network, Easme
Best Practice 2019 con il Format FashionMatch
the next generation of brokerage event!

2020_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver creduto nella ripartenza e consolidato un format vincente.
Con gratitudine da CNA a Claudio Azzolini

2021_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver creduto nella ripartenza e consolidato un format vincente.
Con gratitudine da CNA a Claudio Azzolini

2022_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per il sostegno concreto alla moda torinese e per aver contribuito
a promuovere i brand indipendenti
Con gratitudine da CNA a Claudio Azzolini, TModa

2022_ E'Vento di Turismo, Camera di Commercio di Torino, CNA
Ambasciatori del Piemonte nel mondo, Claudio Azzolini - Torino Fashion Week

2022_ Parlamento Europeo Roma, La Moda Veste la Pace
Speciale riconoscimento a Claudio Azzolini, Promotore di Moda
Inclusiva e Circolare

2022_ UNVS Roma Benemerita del CONI,
Benemerita all'Arte e alla Cultura, Claudio Azzolini, Federica Leonetti

2022_ UNVS Roma Benemerita del CONI,
premio Artemide all'Arte e alla Cultura, Mr. Claudio Azzolini

2022_ UNVS Roma Benemerita del CONI,
premio Artemide all'Arte e alla Cultura, Miss Federica Leonetti

2022_ UNVS Roma Benemerita del CONI,
premio Athena al Fair Play, TModa - Torino Fashion Week

2022_ International Academie Diplomatique Pax et Salus,
Pour l'engagement pour la Paix, pour le Social, pour amener la Famille
Mandela en Italie

2022_ Nova Academia ad Artes, Scientias et Professiones
Araldo Accademico per la Fratellanza al Fondatore Claudio Azzolini

2023_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per il contributo determinante alla promozione dei brand indipendenti del
sistema moda torinese. Con gratitudine da CNA a Claudio Azzolini, TModa

2023_ Junta de Andalucia
A la organizacion porsu labor de promocion turistica y cultural de Andalucia.

Location_ [GreenPea](#),

Dates of shows_27 JUNE - 3 JULY 2024, from h 5 PM to 6 PM and from 8 PM to 9 PM

Participants: min 6 max 8 fashion designers/companies each session that will show their garments' or accessories' collections with min 10 max 15 outfits each brand (*garments, shoes, suits, accessories, jewelleryes, man/woman/kid*)

Benefits for participants:

- Daily press release
- Photos backstage and catwalk
- Video catwalk
- Video fashion designer interview
- B2B Torino Fashion Match (b2b, Talks, in collaboration with Enterprise Europe Network) at Talent Garden Turin
- Awards Main Partners
- Additional side events in GreenPea
- International visibility

Support staff

- Press office
- Artistic direction
- 15 models
- 3 video makers
- 2 photographers
- 4 make-up artists
- 4 hair style artists
- 5 backstage direction
- 1 dresser for stylist

Extras to be agreed with the organization:



E - Commerce creation for the Fashion Designer

- Restaurant in GreenPea
- Lounge bar in GreenPea
- Beauty Farm in GreenPea
- Conventions Hotels
- Transfers with driver
- Personalized photo and video shooting at GreenPea

PRESS MENTIONS



and much more

TORINO FASHION WEEK

Torino Fashion Week organized by T MODA *international Partner*



institutional Partner



technical Partner



RINASCENTE



from duty to beauty
supported by



social media center



video



foto

**Luca Campione
Erik Castello**

under the patronage of



TORINO FASHION WEEK



Torinofashionweek



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