



Harrogate Fashion Week 1-3 Feb'26

Marketing Manual

Thank you *for* *joining* **HFW**

We're delighted you've chosen to exhibit at
Harrogate Fashion Week this February.

This guide has been produced to make you aware of all the opportunities available to you to help promote your presence at the show. Brands who take advantage of our marketing and promotional opportunities, coupled with their own pre-show promotion are proven to get more buyers to their stand.

With your contribution, our goal is to increase the awareness of your brand and promote your collection to our whole database, helping you to gain the most return on exhibiting with us.

Visit the HFW *Exhibitor Area*



Promoting *Your Brand*

Take advantage of our complimentary promotional opportunities to increase brand awareness and encourage footfall to your stand at Harrogate Fashion Week.

Our dedicated marketing team are ready to support and promote your brand through our multi-channel marketing campaign.

Send Us Your Latest Images!

The sooner you send us your images, videos, logos and press releases, the more opportunity we will have to include you in our pre-show marketing activity. It is essential to keep us up to date with your latest collections so that we can promote you across our marketing platforms and begin building brand awareness pre-show.

Please send your imagery to
ellie@harrogatefashionweek.com
as soon as possible.



**Extensive email marketing
to our database**



Inclusion on our website



**Print advertising in all
industry titles**



**Press releases and emails
with our media partners**



Social media coverage

Use Your Platform

Banners & Logos

Please visit our exhibitor area to download the show logos and web banners and remember to add them to your own trade only area of your website, email signatures and anywhere else you think appropriate to promote your presence at the show. We have also attached them to the email that accompanied this manual.

Invite your own buyers?

The exhibitors who are most successful at exhibitions are those who've taken the time to personally invite their clients and prospects to the event. We will be creating a personalised invitation for each brand which you will receive from kirsty@harrogatefashionweek.com. You can also download our branded HFW social media assets and templates to post online and send to your current and potential customer base.



[Download Marketing Material](#)

Get Social!

Connect with us on social media. Be sure to use all of your own social media channels to let people know you will be exhibiting. Tag us in your posts! [@harrogatefashionweek](https://www.instagram.com/harrogatefashionweek)



Additional Coverage

Send An E-Shot

Why not send your own email to the Harrogate Fashion Week database? At an additional cost we can design and send an email to our database of up to **3500 buyers!**

For more information, send an enquiry to kirsty@harrogatefashionweek.com

Show Guide

Our show guide is given **FREE** to all the buyers on entering the show and includes your brand name, stand number and contact details as standard.

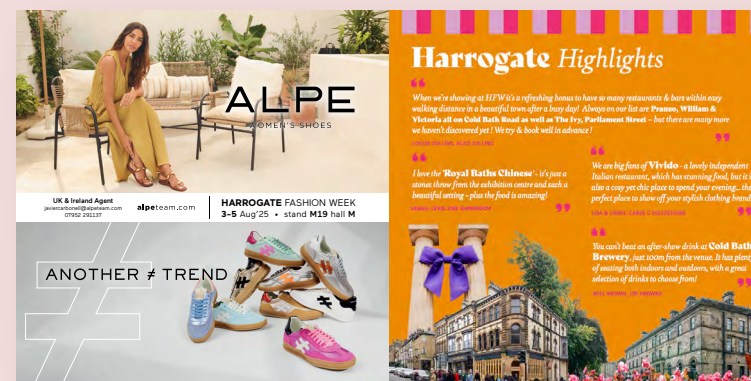
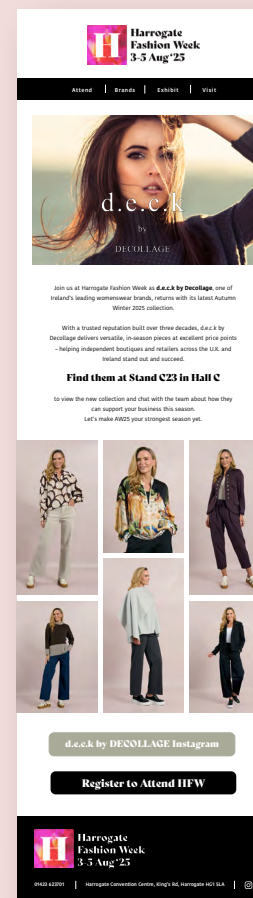
You can supplement your brands entry by adding your logo to your listing for just **£50**. Alternatively, enhance your entry which includes a full page image and your logo for **£155**. We also offer the option to reserve a full page advert within the editorial section of the Show Guide for **£250**.

Please contact Kirsty - kirsty@harrogatefashionweek.com

Show Poster Sites

We have 3 poster sites available in both entrances - Hall A and Hall M. They are A0 sized and a great way to advertise your brand to buyers as soon as they enter the show. We need you to provide the artwork and we will arrange the rest.

To book your poster contact Kirsty - kirsty@harrogatefashionweek.com



Contact Us

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Our show partners

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