



# Harrogate Fashion Week 2-4 Aug '26

*Marketing* **Manual**

# Thank you *for* joining **HF**W...

*We're delighted you've chosen to exhibit at*  
**Harrogate Fashion Week this August!**

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 HF**W *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  
[sarah@harrogatefashionweek.com](mailto:sarah@harrogatefashionweek.com)  
as soon as possible.



*Extensive email marketing  
to our database*



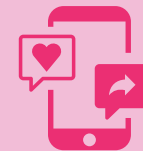
*Brand Profile on  
our website*



*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](mailto: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 Here](#)

## 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](#)





# Contact Us



**Harrogate  
Fashion Week  
2-4 Aug '26**

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**Our show partners...**

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ACCESSORIES

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