

AUSTRIAN FASHION ASSOCIATION

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VEREIN ZUR FÖRDERUNG
ÖSTERREICHISCHEN MODEDESIGNS

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OPEN CALL

SHOWROOM PARTICIPATION AS PART OF THE AUSTRIAN FASHION AWARDS 2026

APPLICATION DEADLINE: 09.10.2026

As part of the joint professionalization project How To Fashion, the Austrian Fashion Association, in cooperation with the Vienna Business Agency, invites Vienna-based fashion designers to apply for the **showroom** taking place on the two days following the **Austrian Fashion Awards 2026**.

The showroom will be held in Vienna and offers an exclusive platform for visibility, presentation, and professional networking. On the first day, it is aimed specifically at **national press representatives and international guests of the Austrian Fashion Awards**; on the second day, the showroom opens its doors to the **general public**.

One spot will be awarded to a designer at the beginning of their professional career who has already completed a full collection (womenswear, menswear, unisex, or accessories). The selected designer will have the opportunity to present their collection in a professionally curated environment and gain direct visibility with national media, high-profile international guests from the fashion industry, and leading industry experts.

Date: **Friday, 06.11.2026 and Saturday, 07.11.2026**

Location: tba

APPLICATION PROCESS:

Applications must be submitted **no later than 09.10.2026 at 23:59 h (CET)** via e-mail to the Vienna Business Agency (creativeindustries@wirtschaftsagentur.at).

The application must contain the following information:

- Name of the label or designer
- Year of graduation
- Contact details: email, telephone number
- Instagram account (if available)
- Website (if available)
- CV
- Portfolio

AUSTRIAN FASHION ASSOCIATION
ZVR-ZAHL: 598463304
UID-NR.: ATU 68311409

BANK: ERSTE BANK
IBAN: AT93 2011 1823 4923 7800
BIC: GIBAATWWXXX

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- Lookbook of the collection in question (if available, alternatively a portfolio presenting the collection)

The label for the showroom is selected by an internal expert jury. The team of the Austrian Fashion Association will provide further details on logistics and organization after the jury meeting.

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By submitting their application and participating in the showroom, designers acknowledge and agree to the following points:

On-site presence

- The selected designer undertakes to be present on site for the entire duration of the showroom.

Editorial rights

- AFA reserves the right to edit or adapt submitted content, visual materials or presentations for the purposes of the showroom.

Responsibility for presentation and merchandising

- The design, presentation and merchandising of the collections on display are the sole responsibility of AFA.

Collection requirements

- The designer's collection must comprise at least 14 SKUs (stock keeping units) to ensure a complete representation of their work.

Image and usage rights

- The participating designer agrees that AFA and the Vienna Business Agency may create image and video material during the showroom and use it for communication and documentation purposes (including social media, website and press relations) without any restrictions in terms of time, space or media.