

Press Release

9 FESTIVAL FOR FASHION & PHOTOGRAPHY

28/5–10/6/2009

Only three more weeks to go: before the festival for fashion & photography, initiated by Unit F, offers insights into the Austrian and international fashion scene over a period of 10 days.

With a great deal of dedication, the two heads of Unit F, *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, and their team have put together a program on the many facets of fashion that is not to be missed.

From 28 May until 10 June 2009 Vienna will become a fashion mecca showcasing the Austrian and international fashion scene in all its contemporary diversity. Fashion shows, presentations of current collections and exhibitions of fashion photography will take place all over the city, accompanied by a symposium on the business aspects of fashion, fashion tours through selected Vienna boutiques and the already venerable **AFA–Austria Fashion Awards**. In addition to its own program, which Unit F büro für mode conceives and organizes expressly for the **9 festival for fashion & photography**, Unit F's increased cooperation with various media, fashion and art institutions as well as party organizers will bring even more variety to the fashion festival this year. As an annual event the festival has become an integral component of the Austrian fashion scene which fashion designers and anyone interested in fashion would not want to miss.

Journalists can download the program at www.kunstpresse.at/9festival

At www.unit-f.at/press you will find detailed information and photo material to download relating to the image campaign of the 9 festival for fashion & photography, the 2009 Fashion Awards and the Nominees, the four exhibitions “flair 0609 – Austrian Fashion Photography”, “WWXV Pop-Up Store by WOOD WOOD and VICE with photo exhibition”, “GLOOMY SUNDAY“ and “My Best of 8“, the Austrian film premiere of “A Shaded View On Fashion Film“, the symposia „go international Talks“ on the theme of FASHION 2.0, “so fresh. the jewellery award by Pierre Lang“, “departure fashion night“, the “Wien *live* Inside Fashion Shopping Tours“, the “Guerilla Store 2009 hosted by creativespace.at“ and the „Show Angewandte 09“.

The Guerilla Store for the first time also sells the H&M collection “Fashion Against Aids”. The collection features various T-shirts designed, in collaboration with the organization “Designers against AIDS”, by famous artists from the film, music and fashion industry such as Katy Perry, Dita von Teese and Yoko Ono. The proceeds of the T-shirt sales go to an AIDS-help organization.

NEW FESTIVAL FOCUS FASHION 2.0 – FASHION ON THE WEB as part of the go international Talks

In view of the fraught economy and an up-and-coming, internationally recognized young Austrian fashion scene, Unit F büro für mode will for the first time take the opportunity at the **9 festival for fashion & photography** to examine in the course of two symposia the new economic challenges on the fashion market and fashion on the web. In times of crisis, when traditional ways are being called into question and new models explored, smaller enterprises that are not yet established in the market are called upon to exercise their creativity in opening up new sales channels and markets beyond the major corporations. Together with go international, an initiative of WKO/AWO (Austrian Trade) and BMWFJ (Federal Ministry of Economy, Family and Youth), the business magazine *FORMAT* and the Austrian fashion blogs SKIR (www.stylishkidsinriot.com) and Stylekingdom (www.stylekingdom.com) Unit F büro für mode will on two days – on E-Commerce Day and on Fashion Blogger Day – pursue the question of what role the Internet already plays today in the communication as well as marketing and sales of fashion, trying to discover where the future potential of this medium lies. As

partner for accommodating symposium guests, Unit F has been fortunate to gain the support of *The Ring, Vienna's Casual Luxury Hotel*.

On **Friday, 5 June 2009** the **E-Commerce Day** will take place at **Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna**, from **2 pm** until **6 pm**, discussing the current state of developments, the advantages and disadvantages as well as the Do's and Don'ts regarding the sale of contemporary fashion on the internet. Today webshops offering luxury and designer goods are flooding the online market. In some cases, international designers even offer their collections for sale on their own websites. Luxury Internet auctions lure customers with luxury items at bargain-basement prices. The dark side of this development is that spams touting counterfeit luxury goods are inundating inboxes, becoming a serious threat for consumers. This topic will be addressed by *Imran Amed* (www.businessoffashion.net) in discussion with representatives of Internet portals that sell contemporary fashion such as *Sarah Curran* – www.my-wardrobe.com, and *José Neves* – www.farfetch.com.

The symposium on **Saturday, 6 June 2009** is all about fashion blogging. As part of the **Fashion Blogger Day** under the title of “Fash Clash: Discussing the Digital Controversy“, also held at **Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna**, from **2 pm** until **7 pm**, a high-calibre expert team will discuss the theme under the direction of journalist *Joachim Bessing*, editor of the book “Tristesse Royale” (1999) and journalist for the “Welt am Sonntag”:

Imran Amed – www.businessoffashion.net

Julia Knolle – www.lesmads.com

Birgitt Kohl – Business magazine **FORMAT**, www.format.at

Susanna Lau aka Susie Bubble – www.stylebubble.typepad.com

Diane Pernet – www.AShadedViewOnFashion.com

Johannes Thumfart – Süddeutsche Zeitung www.sueddeutsche.de.

The focus of the discussion is on the debate “online journalism vs. print journalism”. The world of journalism is experiencing fundamental changes brought on by the internet. The symposium on the theme explores the quality features of fashion blogs in comparison with ad-financed print media. The Fashion Blogger Day was co-conceived by the two bloggers, *Stefan Urschler* – stylishkidsinriot.com and *Maria Ratzinger* – stylekingdom.com. The discussion is designed to explore the ambivalences between classic media and blogs, which have emerged in recent years. Especially as regards acceptance bloggers want to be considered fully-fledged members of the newly restructured media landscape and no longer denied the status as official members of the press.

During the discussion there will be a W-LAN hotspot (provided by Freewave.at), enabling guests to report directly from the event on their blogs and portals.

The two presenting blogs – stylishkidsinriot.com und stylekingdom.com – will be documenting the Fashion Blogger Day as well as the entire 9 festival on their blogs and microblogs.

The go international Talks will be closed by the party “I die.BanANNAs – celebrating FASHION 2.0“ at Pratersauna.

9 FESTIVAL ON THE WEB now also gives fashion-interested audiences the possibility to get information on individual events of the festival on four different websites

9 festival Shortcuts – www.9festival.at

The Unit F Newsletter provides daily information about the events of the festival.

9 festival Blog – 9festival.stylishkidsinriot.com – www.stylekingdom.com

The fashion bloggers, *Stefan Urschler/SKIR* and *Maria Ratzinger/stylekingdom* report from all sites of the festival.

9 festival Mobile Guide – <http://9.unlike.net>

In order to improve the service for festival visitors, the programme, venues and tours of the festival are brought together in the form of a Mobile City Guide.

9 festival Online Store – www.notjustalabel.com

By introducing its online store NJAL, the London-based platform for contemporary fashion design, for the first time offers fashion by Austrian designers.

9 festival Online Lookbook – www.creativespace.at

Styling advice with outfits by all labels available at the Guerilla Store exclusively at creativespace.at.

Online from 4 May 2009 online: www.9festival.at

moodley brand identity (Art Direction: *Albert Handler*, Graphic Design: *Anouk Rehorek*) redesigned the 9 festival website and the recently relaunched Unit F website www.unit-f.at, *checkpoint media* (*Markus Krottenhammer*) was responsible for their technical realization and consulting.

Press accreditation

Press accreditation gives journalists free access to all public festival events. We hope you will understand that we can only accept applications from those who support us with press coverage. **Accreditation** can be applied for on the Internet until **Friday, 22 May 2009** (www.9festival.at > Press). **Press pass pick-up:** please pick up your pass half an hour before the beginning of the respective event at the Press Corner; you must present your press ID.

Vienna, 11 May 2009

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28/5–10/6/2009

- Press breakfast** THU 28/5/2009, 11 am
Restaurant “at eight”, Hotel The Ring
1010 Vienna, Kärntner Ring 9
- Visitor information** www.9festival.at
- Organizer** Unit F büro für mode
1060 Vienna, Gumpendorfer Strasse 56
www.unit-f.at
- Conception** Andreas Oberkanins, managing director and
project director, Unit F
Ulrike Tschabitzer-Handler, creative director and
content conception, Unit F
- Organization** Birgit Huber, production director
Sabine Volz, Andreas Reiter & Alex Helminger,
designer assistants
Claudia Reifberger, customer projects
Thomas Brandstätter, editor
Judith Zwanzger, editor & CvD
Harald Weiler, editor
- Press** Mag. Christina Werner
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- Press download** <http://www.unit-f.at/press> and <http://www.9festival.at/press>

Sponsors and partners of the 9 festival for fashion & photography

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