



Since its origin in the 1800's, Denim has been an essential piece of a wardrobe. Popularized by celebrities across the globe, such as James Dean in the 50's to modern day movie stars. Jeans & Denims are an evergreen clothing which only changes its type (the retro bell-bottoms are worth a mention here) and not its charm through the course of history.

## The Denim Compendium

Be A Part of Our Initiative

As Fibre2Fashion gives its approbation to this 'legend', we invite you to be a part of our initiative and show your love for this forever classic. We would make sure that your message and your contributions in the denim industry reaches to the right-audience.

### Why You Should Be A Part?

- ★ Your contributions in the Denim industry would get the spotlight.
- ★ Boost your visibility with massive attraction across the entire value chain of the Textile & Apparel Industry.
- ★ Position your product by displaying the product quality and its uniqueness.
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- ★ One-time participation ensures repeated exposure at a various industry forum.
- ★ Create a positive corporate brand identity and maximize your reach.

**Businesses, Organizations, Associations, across the Denim value-chain can participate in this awe-inspiring initiative.**

## Partnership Programs

### Silver

- ✓ 4 page of coverage in Print Compendium
- ✓ 180 days of Promotion through online channel
- ✓ Video promotion on F2F's video channel
- ✓ Insertion in Denim eNewsletter
- ✓ Banner promotion of compendium on prominent locations
- ✓ Social media promotion
- ✓ 1 insertion of AD in Fibre2Fashion Magazine

### Gold

- ✓ Special branding as 'Gold Sponsor'
- ✓ 4-6 page of coverage in Print Compendium
- ✓ 180 days of Promotion through online channel
- ✓ Video promotion on F2F's video channel
- ✓ Press Coverage
- ✓ Insertion in Denim eNewsletter
- ✓ Banner promotion of compendium on prominent locations
- ✓ Social media promotion
- ✓ Single page Ad in Compendium
- ✓ 2 insertions of AD in Fibre2Fashion Magazine
- ✓ Promotion through emailers

### Platinum

- ✓ Special branding as 'Platinum Sponsor'
- ✓ 6-8 page of coverage in Print Compendium
- ✓ 180 days of Promotion through online channel
- ✓ Video promotion on F2F's video channel
- ✓ Press Coverage
- ✓ Insertion in Denim eNewsletter
- ✓ Banner promotion of compendium on prominent locations
- ✓ Social media promotion
- ✓ Double spread Ad in Compendium
- ✓ 3 insertions of AD in Fibre2Fashion Magazine
- ✓ Promotion through emailers
- ✓ Bookmark with logo branding
- ✓ Placement of profile at first position

**Want to be a part?**

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