

ELEVEN THE FASHION PROJECT

Press Release

On **25th, 26th, and 27th January 2020**, the iconic Zappeion will light up again to welcome the second, even more impressive professional fashion exhibition.

We aspire to raise the bar even higher and present a bigger and better event.

This exhibition takes place in the heart of Athens, an inspirational city owing to its century-long past and its lively, passionate, and creative present.

True to the seamless aesthetic quality which characterizes eleven's portfolio and based on standards set in international events, the first «Eleven The Fashion Project» exhibition won the trust and admiration of exhibitors and visitors and managed to bring together under one roof the Greek fashion industry and bring the sector into the spotlight aiming at promoting the message that:

Greek fashion has history, a strong present, yet a dynamic future as well.

«Eleven The Fashion Project» brings to contact 120 manufacturers and designers with the best retail stores, department stores, e-shops, show rooms with representatives, fashion editors, and influencers from Greece and abroad.

Our vision is to bring all professionals together in a joint effort for the next step in Greek fashion with a view to extroversion and targeted contacts.

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