



## PRESS RELEASE

### **Athens at the Heart of Fashion!** **ELEVEN THE FASHION PROJECT Returns in June 2026!**

Athens is preparing to host **ELEVEN THE FASHION PROJECT** for the eighth year, the women's fashion exhibition that has become established as one of the most important fashion events in Greece. The event will take place from **June 19 to 21, 2026**, at the **Peristeri Exhibition Centre**, bringing together leading industry professionals from Greece and abroad.

Since 2019, **ELEVEN THE FASHION PROJECT** has been a steady point of reference for contemporary Greek creation, hosting more than **340 fashion brands** and attracting over **5,000 professionals from 24 countries**. Aiming to bolster the extroversion of the Greek fashion industry, the exhibition creates a **dynamic professional environment** that unites designers, manufacturers, and retailers, promoting new collaborations and commercial opportunities.

Organized by Eleven S.A., a company with 24 years of specialized presence in the fashion industry, the event goes beyond the limits of a typical trade show. It represents a **comprehensive experience** combining **high aesthetics, a modern approach, and substantial commercial value**.

**As part of this year's event, a new thematic forum will be introduced titled:**

#### **"Future of Fashion: How Brands Sell Today"**

The forum focuses on **modern sales and growth strategies for fashion brands**, highlighting the decisive role of the digital environment in shaping contemporary fashion business. Through practical approaches and meaningful dialogue, it will offer valuable knowledge and tools to industry professionals.

Parallel to this, the event is strengthened through strategic partnerships and communication sponsorships, offering partners significant visibility both within the exhibition spaces and on digital media, as well as **direct access to a specialized professional audience**.

**ELEVEN THE FASHION PROJECT** is expected to once again be the **ultimate meeting point for the Greek and international fashion community**, confirming Athens' role as a dynamic hub for fashion and entrepreneurship.

### **ELEVEN THE FASHION PROJECT**

**Peristeri Exhibition Centre**  
**June 19 – 21, 2026**

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