



**SERBIA
FASHION
WEEK**

OCTOBER
13-17, 2023
NOVI SAD

PROGRAM OF
SERBIA FASHION WEEK

SFW PROGRAM

FRIDAY, OCTOBER 13, 2023

18:30 **SFW OPENING**
SERBIAN NATIONAL THEATRE
OUTDOORS – THEATER SQUARE

PERFORMING - ENSEMBLE OF THE
NATIONAL THEATER OF SERBIA

21:30 **SFW OPENING PARTY AT**
TREMA CLUB (NOVI SAD)

LOCATION: SERBIAN NATIONAL THEATRE
OUTDOORS – THEATER SQUARE

DESIGNERS FROM 22 COUNTRIES:

Suzana Perić (SERBIA) **Milica Tričković** (SERBIA)
Sanja Veličković (SLOVENIA) **Ioana Degau**
(ROMANIA) **Marco Parascandalo** (MALTA) **Amela**
Radan (BOSNIA AND HERCEGOVINA) **Federico**
Bucari (ITALY) **Sladana Virijevic** (SWEDEN) **Imane**
Belmkaddem (MAROCCO & SWEDEN) **Georgia**
Chioni (GREECE) **Sycheva Elena Vladimirovna**
(RUSSIA) **Jovana Vujošević** (MONTENEGRO)
Sonja Janković – Hastja (SERBIA) **Ana Kostić**
(SERBIA) **Balazs Mayer** (HUNGARIA) **C'est Cher**
(MOLDOVA) **Galina Ivanova -Boutique Style G**
(BULGARIA) **Mina Siddique** (DUBAI - UAE) **Ng Wai**
Ming Hayden (SINGAPORE) **Bandid Lasavong** (LAO
PDR) **Natacha Van** (CAMBODIA) **Thinthanapachr**
Chantajaroenpon (THAILAND) **Fadzil Hadin**
(BRUNEI) **Eymeric Francois** (FRANCE) **Zmanya**
(SERBIA) **Nonna Handmade** (SERBIA) **Hikaru Seino**
- **Ganon Florist** (JAPON)

SATURDAY, OCTOBER 14, 2023

LOCATION: CASTLE EDŠEG

Street : Antona Čehova 4, Novi Sad

19:00 SERBIA FASHION FILM FESTIVAL

PRESENTATION OF THE FASHION FUSION PROJECT

Željko Ivanković – Film and TV producer & Co-founder and CEO of Sarajevo, Croatia and United Kingdom Fashion Film Festivals.

Serbia Fashion Film Festival is showcasing a selection of works across the globe, presenting an international competition, talks, masterclasses, lectures, workshops, parties and year long online content.

As a hot spot for fashion, film and design fields, Serbia has its own international fashion film festival. A comprehensive program of fashion films are presented to the audience alongside capsule talks with names from fashion, film, arts and media whereas provides a detailed program dedicated to cutting edge design works, art videos, fashion documentaries and workshops.

Fashion films represent a significant segment of the contemporary fashion industry, bringing innovation and depth to the way fashion is presented and experienced. These films are not just advertising material for brands or designers, but true works of art that explore aesthetics, identity, culture and stories through the visual language of fashion. Fashion films provide creative artists, designers and directors with a platform to convey their ideas and visions in a deeper and more emotional way, often challenging viewers to think about fashion in a new way.

SHOWCASE: Selekcija nagrađenih filmova sa Fashion Film Festivala London, Fashion Film Festivala Croatia, Fashion Film Festivala Sarajevo, Fashion Film Festivala Los Angeles

20:30 COCKTAIL

SUNDAY, OCTOBER 15, 2023

LOCATION:
MASTER CENTER OF THE NOVI SAD FAIR

18:00 OPENING SHOWROOM & DESIGN
WEEK EXHIBITION

BLOK 1

19:00 FEDERICO BUCARI (ITALY)
SELMA MEKIĆ (SERBIA)
ZMANYA (SERBIA)
IOANA DEGAU (ROMANIA)

19:30 COCKTAIL

BLOK 2

20:00 SANJA VELIČKOVIĆ (SLOVENIA)
CARMICHAEL BYFIELD (THE
NETHERLANDS)
MILICA TRIČKOVIĆ (SERBIA)

20:30 COCKTAIL

BLOK 3

21:00 MINA SIDDIQUE (DUBAI – UAE)
SUZANA PERIĆ (SERBIA)

21:30 COCKTAIL

MONDAY, OCTOBER 16, 2023

LOCATION:
MASTER CENTER OF THE NOVI SAD FAIR

18:00 OPENING SHOWROOM & DESIGN
WEEK EXHIBITION

BLOK 4

19:00 MILOVA (SERBIA)
SLADANA VIRIJEVIĆ (SWEDEN)
SILVANA TOŠIĆ (SERBIA)
PARASCANDALO (MALTA)

19:30 COCKTAIL

BLOK 5

20:00 MELISA HUJIĆ - ETIQUETTE (BOSNIA
AND HERCEGOVINA)
HANA LEKOVIĆ (SERBIA)
NENNA (BOSNIA AND HERCEGOVINA)
HASTJA by SONJA JANKOVIĆ (SERBIA)

20:30 COCKTAIL

BLOK 6

21:00 HIKARU SEINO - GANON FLORIST (JAPON)
BOŠKO JAKOVLJEVIĆ (SERBIA)
EYMERIC FRANCOIS (FRANCE)

21:30 COCKTAIL

TUESDAY, OCTOBER 17, 2023

**19:00 SEMINAR: ARTIFICIAL INTELLIGENCE
AND THE FASHION INDUSTRY**

GAME CHANGER!

There is no doubt that artificial intelligence is changing the world we live in today. That fascinating invention of the human mind, of course, has not bypassed the world of fashion either. How much AI has already changed the rules of the game in the fashion universe, and what awaits us - is a question that fashion professionals of all profiles are intensively dealing with....

Will AI improve and facilitate the business of the fashion industry? Or will it really completely replace certain segments and thus completely extinguish certain professions? How will all these changes affect the traditional partners of fashion - modeling, media, marketing, event industry? Furthermore, will artificial

intelligence displace designers, making their creativity redundant, or will it force them to think and work differently? Finally, will this new technology in the future bring fashion more good or more cause for concern? All these questions will be answered by fashion experts, designers, event managers, marketing experts...

Moderator: Marina Kosanović Stefanović

SERBIA FASHION WEEK



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Serbia Fashion Week



REPUBLIKA SRBIJA
AUTONOMNA POKRAJINA VOJVODINA
POKRAJINSKI SEKRETARIJAT ZA
PRIVREDU I TURIZAM



РЕПУБЛИКА СРБИЈА
АУТОНОМНА ПОКРАЈИНА ВОЈВОДИНА
ПОКРАЈИНСКИ СЕКРЕТАРИЈАТ ЗА КУЛТУРУ,
ЈАВНО ИНФОРМИСАЊЕ И
ОДНОСЕ СА ВЕРСКИМ ЗАЈЕДНИЦАМА



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THE BEST OF VOJVODINA



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