

**Accreditation is given only (!) for publications about Riga Fashion Week and its participants.**

Name, Surname \_\_\_\_\_

Full name of the media / blog \_\_\_\_\_

Fully agree with the RFW Rules of Accreditation:

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **RULES of MEDIA ACCREDITATION**

### **for RIGA FASHION WEEK events (October 20 - 24, 2025)**

1. The purpose and the terms of Accreditation.

1.1. Media Accreditation process for the events organized by the Baltic Fashion Federation (hereinafter — Organizer) of the RIGA FASHION WEEK 2025, (hereinafter - RFW) ends on October 24, 2025.

1.2. RFW Media Accreditation is organized in order to create the necessary conditions for media to cover RFW events.

1.3. The journalists of the officially registered mass media (hereinafter — media) have right for RFW Accreditation. Only regular employees of mass-media have the right for RFW Accreditation. The journalists co-operating with mass-media on the basis of the agreement might be accredited only if the editor of the mass-media has given his written approval for the accreditation of the journalist from the corresponding mass-media. The editor has to sign the given Rules of Accreditation which should be presented to the organizers of RFW.

1.4. The Organizer at his own discretion might grant the accreditation to freelance journalists and fashion bloggers.

1.5. The Accreditation is given to the journalists for the period of RFW (October 20-24, 2025).

2. The Application for the Accreditation.

2.1. The Applications for the Accreditation for the RIGA FASHION WEEK 2025 are accepted from media representatives till October 3, 2025.

2.2. The application for the accreditation should be submitted online by filling in the Application for Media Accreditation placed on the official homepage of RFW: <https://www.rfw.lv/>

2.3. When filling in the Application for the Accreditation it is necessary to specify the following data: Name, Surname; Name of the Media the applicant would like to be accredited; The applicant's position of the corresponding Media; Applicant's contact phone; Applicant's e-mail; Name and surname of the editor of the corresponding Media; Contact phone of the editor of the corresponding Media; Email of the Editor of the corresponding Media; Postal Address of the corresponding Media; Web-page of the corresponding Media.

2.4. When filling in the Application for the Accreditation it is necessary to upload the photo of the Applicant to the site (portrait).

2.5. The organizer accepts only completely and duly filled in Applications.

2.6. The Applications for the Accreditation are accepted only if the journalist has given his consent with the given Rules of Accreditation.

2.7. Editorial offices of mass-media can submit the applications for the accreditation of journalists within the following quotas:

- Printed periodicals — no more than 1 employee;

- Internet portals — no more than 1 employee;
- Broadcasting companies — no more than 2 employees (including camera operator and journalist);
- Radio stations — 1 correspondent;
- News agencies — 1 correspondent;
- Blogs — no more than 1 representative.

2.8. The Applicant will be informed about the decision of the Organizer on his/her Accreditation by e-mail not later than October 8, 2025.

2.9. By filling in the Application for Media Accreditation the Applicant agrees to receive RFW Organizer's Newsletters to his/her email mentioned in the Application.

### 3. The entrance to RFW events

3.1. The entrance of the accredited journalists to RFW events is allowed after a presentation of the special accreditation pass (hereinafter — RFW Press badge) which is given out to the accredited journalists by the Organizer if the Organizer has confirmed by email his/her accreditation.

3.2. RFW Press badge allows the corresponding accredited journalist to enter RFW hall where the fashion shows take place, RFW press conferences, parties and other events that are mentioned in the official RFW program (except those marked as „special invitation only”).

3.3. RFW Press badge does not grant the right to enter RFW backstage or other staff only premises.

3.4. The accredited journalists will be informed about the exact time and place where they can get RFW press badge by email in advance.

3.5. In order to receive the badge, the accredited journalist should present to the employees of the Organizer the business card of his media and/or his/her ID and the Rules of Accreditation which should be printed out and signed by him/her and by the editor of the corresponding media.

3.6. Transfer of the badge to the other person is not allowed.

### 4. The rights of the accredited journalists.

4.1. To take part in press conferences, to be present at events which are organized in the framework of RFW to which they are invited in advance by the employees of the RFW Organizing committee, except for the closed events;

4.2. To receive press releases and other information and materials about RFW which are meant for media;

4.3. To make photo and video shooting and audio recording of the open events;

4.4. To address the organizers of RFW for assistance concerning the organizational questions and interviews, comments etc.

4.5. Accreditation of photographers and cameramen for RFW events takes place the same way as accreditation of journalists. It is allowed to take pictures or to record video only to persons whom the Organizer granted the special badge for Photographers/Cameramen and only from especially marked zone (Photo/Video sector). In order to receive the Photographers/Cameramen badge, the applicant should indicate in his/her Application form in the field „Position” definitely „photographer” or „cameraman”.

### 5. The duties of the accredited journalists, bloggers and influencers.

5.1. Not to disturb any RFW events (meaning: oral statements or actions with the purpose to draw the attention or to interrupt the course of the event; the photo-and video shooting which disturbs the normal course of the event or other participants or journalists, and also other actions that disturb the normal course of the event);

5.2. To respect the rights and legitimate interests of the participants, the visitors of RFW, and the employees of the RFW Organizing committee;

5.3. To publish a material about RFW in the media from which the accredited journalist has been accredited. The accredited journalist has the right to publish materials about RFW only in that media from which he/she has sent the Application for the Accreditation. In a case if the journalist works in a few media, it is necessary to specify their names in the Application for the Accreditation.

5.4. Accredited bloggers and influencers in their social media accounts should publish not less than 5 posts, placing in each of them a hashtag #rigafashionweek and tag @rigafashionweek\_official. At least 3 publications should mention any of the RFW designers, participants of the current season, mentioning the name of the corresponding designer/brand. The photo/video used in the posts may be the photo/video from the corresponding designer's fashion show and/or the photo of the author of the blog dressed in the clothes by the corresponding designer.

5.5. Copyrights of the designers, the participants of RFW. The correct name/surname of the designer or the brand name should be obligatory written under the published photos and in TV reports from RFW shows. The reference to RFW is a must in case of use of photos/video material which have been made during RFW, both in printed press/online, and on TV.

5.6. To provide the RFW Organizing committee with the copies of the publications about RFW.

#### 6. Refusal in Accreditation.

6.1. RFW Organizing committee has the right to refuse in Accreditation of journalists for the following reasons:

- if the data mentioned in the Application for the Accreditations is false;
- if the journalist has not submitted to the Organizer the Rules of Accreditation which were signed by him and by the editor of the corresponding media;
- if the journalist is applying from the specialized media which does not cover issues on fashion or lifestyle;
- if the journalist has published false information about RFW before;
- if the same journalist was accredited to the previous session of RFW and hasn't provided the Organizer with the copy of his publication about RFW.
- for other reasons on the basis of motivated decisions of the Organizer.

6.2. The Organizer has the right to refuse Accreditation of journalists without explaining the reason for that.

6.3 The Accreditation of the journalist can be canceled in the following cases:

- Infringement of requirements of the present Rules by the journalist or by the media;
- Distribution by the journalist of false information.

6.4 The decision on cancellation of the Accreditation of the journalist will be sent to the head of the media in written form.

7. I have read and fully agree with the Rules of Accreditation

The applicant (name, surname, name of the media, signature):

\_\_\_\_\_ / Date:

The editor of the media (name, surname, name of the media, signature, stamp):

\_\_\_\_\_ / Date: