

DAMUR

AW21 TPEFW MEDIA EXPOSURE

PRINT MEDIA

1. <https://tw.appledaily.com/entertainment/20210311/Q6AOUZVL5JHF7MQEEQHFQKLAR4/>
2. <https://keedan.com/track/2021/03/12/tpe-fashion-sustainability-2021/>
3. <https://fashionweekdaily.com/taipei-fashion-week-launches-inaugural-taipei-sustainable-collections/>
4. <https://ent.ltn.com.tw/amp/news/breakingnews/3465956>
5. <https://www.marieclaire.com.tw/fashion/fashion-show/55835?atcr=4f57a5>
6. <https://www.guildmagazine.com/fashion/taipei-fashion-week/>
7. https://fashionweekonline.com/taipei-sustainable-collections-aw21?fbclid=IwAR3U5J7DCtjJAD6VHUhpUQYP_NAMFr2UEKvyd--rFP7zUEbr_jimp44h-ul
8. https://www.asahi.com/and_M/pressrelease/pre_24869173/?fbclid=IwAR3tyfPlvQe769Pwm_rzHzZcGnbXYB6qodrk_aZ-bG5Sc1Z1-bQ6gP2PTF8
9. <https://www.setn.com/News.aspx?NewsID=910066>
10. <https://udn.com/news/story/7270/5318086>
11. <https://vraimagazine.com/taipei-fashion-week-fw21/>
12. https://consent.yahoo.com/v2/collectConsent?sessionId=3_cc-session_30aac07c-085e-43c7-b15c-94c16590b02b
13. <https://www.businessoffashion.com/news/china/taipei-kicks-off-2021s-first-entirely-physical-fashion-week>
14. <https://www.bekindmagazine.com/the-future-of-sustainable-fashion/>
15. <https://www.vogue.com.tw/fashion/galerie/tpefw-damur>
16. <https://www.beautimode.com/article/content/88352/>
17. <https://news.sina.com.tw/article/20210316/37908532.html>

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MEDIA	DATE	TAB	TITLE
Apple Daily	2021/03/12	FASHION	茄子蛋、曾莞婷走秀 較靚永續衣Q
KEEDAN	2021/03/14	FASHION	臺北時裝週 / 六大設計師力證永續實穿又時尚
Daily front row	2021/03/12	ART & DESIGN	TPEFW launches inaugural Taipei sustainable collection
Ent. Ltn	2021/03/13	BREAKING NEWS	影音)酷斃了！#Damur信義基隆路口走秀快來圍觀
Marie Claire Tw	2021/03/13	FASHION	The first sustainable-themed fashion show in Asia, with six new designers presenting their new creations to kick off the show!
Guild Magazine	2021/03/12	FASHION	Taipei Fashion Week Has Made a Triumphant Return With Its First Show Centered Around Sustainability
FWO	2021/03/11	SUSTAINABLE FASHION	Taipei Sustainable Collections AW21

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Asahi	2021/03/12	FASHION	Taiwan's largest fashion event, the 2021 Autumn/Winter Taipei Fashion Week
SETN	2021/03/14	BREAKING NEWS	Taipei Fashion Week/Take advantage of OZI show!
UDN	2021/03/15	DAILY NEWS	天橋上看時裝秀 #DAMUR搶紅綠燈秒差 展演再生時裝
Vrai Magazine	2021/03/12	FASHION	TPEFW FW21 Announces launch of Taipei sustainable collections, Asia's first one day joint show on sustainability
Consent yahoo	n/a	n/a	n/a
BOF	2021/03/10	PROFESSIONAL	Taipei kicks off 2021's first entirely physical fashion week
BEKIND	2021/03/12	SUSTAINABILITY	The future of sustainable fashion
VOGUE TW	2021/03/16	FASHION	#DAMUR's Fall/Winter 2021 collection is a powerful defense of the environment by turning fashion into action.
Beautimode	2021/03/12	BEAUTY	6 brands, one attitude! Taipei Fashion Week Opens with a Sustainable Show Showcasing Local Vitality

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News sina	2021/03/16	BREAKING NEWS	Taipei Fashion Week 2021 Special Show Fall/Winter Brand Show #DAMUR is here
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INSTAGRAM (SCREENSHOTS)

- POSTS/LIKES/COMMENTS
- STORIES
- REPOSTS

POSTS

WHO	WHICH SHOW	FOLLOWERS	LIKE S	Amount of posts/stories
alizabethlin	BRAND SHOW	48,3 Tsd.	4.251	7 pictures posted
bigiyang	OTE	8,3 Tsd.	385	2 pictures with #D
conexcone	OTE	3,1 Tsd.	317	1 picture with #D
Jade_official_tw	BRAND SHOW	6,1 Tsd.	379	2 pictures with Ad for the show
Jade_official_tw	BRAND SHOW	6,1 Tsd.	1.759	10 pictures from the show
chiahuaichang	OTE	1,1 Tsd.	194	2 pictures

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Chiuchiu1218	BRAND SHOW	9,3 Tsd.	107	2 pictures
Wu_duke_twfanclub	BRAND SHOW	0,6 Tsd.	106	20 pictures
fishkuang	BRAND SHOW	18 Tsd.	428	6 pictures
tpe.fashionweek	BRAND SHOW	7,4 Tsd	968	7 pictures
myinspireproject	BRAND SHOW	190 Tsd.	2.972	9 pictures
dooodoolu	BRAND SHOW	6.2 Tsd.	778	4 pictures
liyaya	BRAND SHOW	89,9 Tsd.	1.525	6 pictures
eelinofficial	BRAND SHOW	6,5 Tsd.	435	9 pictures
Ling358.03	BRAND SHOW	23,8 Tsd.	776	4 pictures
Capsule_111	BRAND SHOW	10,1 Tsd.	1.400	1 picture
Pinkbabe0309	BRAND SHOW	181 Tsd.	1.336	14 pictures

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vogue	BRAND SHOW	1,5 Mil		1 picture
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STORY

HOW MANY	OTE	CROSSWALK		Amount of posts/stories
	25	49		

FACEBOOK

	DATE	SHOW	PEOPLE REACHED	ENGAGEMENT	PHOTO
DAMUR	14.03.21	BRAND SHOW	265	65	
DAMUR	14.03.21	BRAND SHOW	772	235	
DAMUR	14.03.21	BRAND SHOW	520	88	
DAMUR	14.03.21	BRAND SHOW	1134	290	

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DAMUR	10.03.21	RUNWAYS	533	26	
DAMUR	09.03.21	RUNWAYS	837	106	
DAMUR	08.03.21	RUNWAY	1229	116	
DAMUR	08.03.21	RUNWAY	1031	173	
DAMUR (REPOST)	25.02.21	RUNWAY	548	36	
DAMUR (REPOST)	25.02.21	RUNWAY	657	54	
DAMUR (REPOST)	25.02.21	RUNWAY	546	26	
WHO	DATE	SHOW	LIKES	COMMENTS	PHOTO
Lyia Wang	15.03.21	BRAND SHOW	728	15	

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JADE	15.03.21	BRAND SHOW	477	9	
Julie Chou	13.03.21	BRAND SHOW	142	7	
TPEFW	14.03.21	BRAND SHOW	337	7	
TPEFW	14.03.21	BRAND SHOW	158	33	
EELIN	13.03.21	BRAND SHOW	286	25	
PINK YANG	13.03.21	BRAND SHOW	3600	41	

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MAILCHIMP

⋮ ☐	Media List (China) Created Jan 22, 2019 3:19 pm	33 Contacts	33 Subscribers	11.3% Opens	0.2% Clicks
⋮ ☐	Media List (Taiwan) Created Jan 17, 2019 11:06 am	383 Contacts	383 Subscribers	18.9% Opens	1.9% Clicks
⋮ ☐	VIP Created Sep 04, 2018 4:02 pm	73 Contacts	72 Subscribers	22.9% Opens	1.8% Clicks
⋮ ☐	Buyer list Created Aug 29, 2018 1:06 pm	392 Contacts	390 Subscribers	25.6% Opens	0.7% Clicks
⋮ ☐	Media List Created Aug 29, 2018 1:05 pm	250 Contacts	247 Subscribers	30.6% Opens	2.1% Clicks
⋮ ☐	D-ialogue Created Apr 26, 2015 5:30 pm	659 Contacts	646 Subscribers	25.3% Opens	2.7% Clicks

YOUTUBE/STREAMING PAGES

1. CROSSWALK LIVESTREAM

<https://www.youtube.com/watch?v=JhLo0v2k2uM>

- 17'012 views
- 916 likes, dislikes
- Direct Comments

2. SUSTAINABLE OPENING SHOW (6 BRANDS)

<https://youtu.be/j3GCCLDrmR0k>

- 8'441 views
- 101 likes, 3 dislikes
- Direct comments

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SPECIAL GUESTS

	SOCIAL MEDIA	TAG	# FOLLOWERS	ROLE
Kris	INSTAGRAM TIKTOK	@ling358.03	23.8K 1.9M	GUEST
Liya Wang	INSTAGRAM	@liyaya	89.9K	GUEST
楊千霈	INSTAGRAM	@pinkbabe0309	181K	GUEST
C.T.O	INSTAGRAM	@c.t.o_official	26K	GUEST
Yvonne	INSTAGRAM	@yvonneeeeeeeeeeeeeeeeeeeee	129K	GUEST
KarFun	INSTAGRAM	@karfun	73.8k	GUEST

PARTNERS :

NAME	SOCIAL MEDIA	TAG	# FOLLOWERS	ROLE
TAIPEI FASHION WEEK	INSTAGRAM	@tpe.fashionweek	7421	Main sponsor
JADE	INSTAGRAM	@jade_official_tw	6108	Band
OZI	INSTAGRAM	@ozifp	249K	Singer

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Forbidden paradise	INSTAGRAM	@forbiddenxparadise	5436	Album
avex taiwan	INSTAGRAM	@avex_taiwan	8391	Record Label
Alizabeth	INSTAGRAM	@alizabethlin @qtqt888	48,3K 1299	Host
Nathan Joseph	INSTAGRAM	@nathan_joseph_33	3439	Host
EeLin	INSTAGRAM	@eelinofficial	6549	Models & Dancers
Fashion Surgical Mask -CSD	INSTAGRAM	@csdtaiwan	13,9K	Sponsor
Mode Communications	INSTAGRAM	@mode_comm	N/A	Media
L'Oréal Porfessionnel Paris	INSTAGRAM	@lorealpro_education_taiwan	2602	Hair
PHOEBE WANG MAKEUP	INSTAGRAM	@phoebew0426	6666	MakeUp
BACKLASH STUDIO	INSTAGRAM	@backlash_studio @jocelinyen	N/A	Media

List of Invited Buyers:

List of invited Medias:

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Sold items:

Show Footage: (PHOTOS)

DROPBOX

1. LEE SMITH RUNWAY PHOTOS

https://www.dropbox.com/home/Archive%20-%20Fashion%20Weeks/AW21%20TPEFW/0311_Taipei%20Sustainable%20Collections_PRESS%20Release/Runway%20Photo%20by%20Smith%20Lee

2. TPEFW RUNWAY PHOTOS

https://www.dropbox.com/home/Archive%20-%20Fashion%20Weeks/AW21%20TPEFW/0311_Taipei%20Sustainable%20Collections_PRESS%20Release/TPEFW%20Runway%20Photos

3. ALIZABETH PHOTOS

https://www.dropbox.com/home/Archive%20-%20Fashion%20Weeks/AW21%20TPEFW/0311_Taipei%20Sustainable%20Collections_PRESS%20Release/Elizabeth%20娘娘

4. CROSSWALK SHOW PHOTOS

<https://www.dropbox.com/sh/4oac0cptgkty7sy/AAArjycBgL11TNlvPwFAqGSa?dl=0>

5. JADE SHOW VIDEO

<https://drive.google.com/file/d/1dpnyPJ-1cGd-q1u7FviPlvWXqX-0lptN/view>

6. OZI SHOW VIDEO

<https://drive.google.com/file/d/1FM1sEC9RuTPR6E7M2JZO4awMtLYVzUya/view>

7. GETTY IMAGES

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<https://www.gettyimages.hk/圖片>

[/taipei-fashion-week-aw21?phrase=Taipei%20Fashion%20Week%20AW21&sort=mostpopular#license](https://www.gettyimages.hk/圖片/taipei-fashion-week-aw21?phrase=Taipei%20Fashion%20Week%20AW21&sort=mostpopular#license).

8. TPEFW

https://www.dropbox.com/home/Archive%20-%20Fashion%20Weeks/AW21%20TPEFW/0313_%23Crosswalk%20Fashion%20Runway_PRESS%20Release

9. TPFW OPENING VIDEOS

<https://drive.google.com/file/d/11Ey-COD0ZA8QfGVxGXe5XI62wk5D4Z4k/view>

10. TPFW OPENING VIDEOS

<https://drive.google.com/drive/folders/1vIWzI2psguSqEGYHe4RhZVML5t7Ee4Fw>

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