



AI VIRTUAL FASHION SHOWS

A new way to present your collection

Powered by AI.
Built for the future of fashion

WHAT IS IT?

A new format for fashion presentations

The Fashion Shows — the official production company behind Miami Fashion Week — now offers designers worldwide the opportunity to present their collections through high-end AI-powered Virtual Fashion Shows.





WHY VIRTUAL?

A smarter alternative to traditional runway shows

Designed for brands looking to:

- Optimize production costs
- Reach a global audience
- Explore new digital storytelling formats
- Present collections without physical limitations

Flexible. Global. Innovative.



HOW IT WORKS

Your vision. Our production.

You define:

- Creative concept & mood
- Visual universe & references
- Music & storytelling
- Brand identity

We transform it into a high-level audiovisual experience.



WHAT'S INCLUDED

Full production service

- Creative direction & concept development
- Digital scenography & environments
- Music integration & narrative rhythm
- Video editing & post-production
- Final Virtual Fashion Show ready for launch
- Distribution support through Miami Fashion Week channels (when applicable)

A woman with blonde hair pulled back, wearing a white blazer with a wide belt and patterned pants, walks towards the camera on a runway. She is holding a small object in her right hand. The background is blurred, showing other people and lights.

PROVEN EXPERIENCE

Backed by Miami Fashion Week

In October, The Fashion Shows produced the first AI Virtual Fashion Shows presented by Miami Fashion Week — receiving international media coverage, including Forbes.



GATEWAY TO MIAMI FASHION WEEK

Your entry into the digital fashion ecosystem

Designers who produce their Virtual Fashion Show with The Fashion Shows can apply to be considered for the MIAFW Digital Fashion Event — a curated program focused on fashion, technology, and innovation.

Production does not guarantee selection, but opens the door to be evaluated for official programming and awards.



THE FUTURE OF FASHION IS DIGITAL.
And it starts here.

Presented by The Fashion Shows
Official producers of Miami Fashion Week