
VIRTUAL FASHION AWARDS
BY MIAMI FASHION WEEK
MAY 2027
MIAMI, FLORIDA



# AGENDA


1 What is it?

2 Why does it matter?

3 A new fashion platform

4 The Event

5 The Vision

6 The Value

7 Brand Integration

8 The impact

9 Award Categories

# 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.

**WHERE FASHION EVOLVES BEYOND THE RUNWAY.**



# WHY DIGITAL FASHION MATTERS TODAY?

- Fashion audiences are consuming content digitally, globally and on demand
- Storytelling, not location, defines brand impact
- Digital-first formats allow deeper engagement and longer content lifespan
- Innovation is now a brand expectation, not a risk

"Virtual Fashion Awards position MIAFW at the forefront of fashion's evolution"

# A NEW KIND OF FASHION PLATFORM

- Hybrid by design: live event + digital premieres
- Curated storytelling, not mass content
- AI-powered and audiovisual fashion narratives
- Global reach without physical capacity limits
- Content with extended lifespan beyond the event date

## FASHION BECOMES CONTENT
## RUNWAY BECOMES NARRATIVE



# THE EVENT




**OPENING**

**VIRTUAL FASHION PREMIERS** — 8–12 Virtual Runways

**CURATORIAL INTERLUDE**

**VIRTUAL FASHION AWARDS** — Best Overall Virtual Fashion Vision
Best Brand Narrative
Best Creative Direction

**CLOSING PERFORMANCE** — Musical or Fashion Show

# THE VISION BEHIND MIAFW DIGITAL

**EXPANSION**

Extend Miami Fashion Week's global presence beyond physical runways

**PLATFORM**

Create a dedicated platform for fashion, technology and innovation

**REACH**

Attract new audiences, partners and media through digital formats

**INTEGRATION**

Bridge digital creativity with physical runway opportunities

This is not a replacement of the physical runway, it is an expansion of the brand ecosystem.



# DELIVERING VALUE FOR OUR PARTNERS

Participation in MIAFW Digital Edition delivers:

- Positioning alongside innovation, cutting-edge creativity, and fashion technology
- Hybrid visibility through on-site presence and high-impact digital exposure
- Advanced storytelling formats beyond traditional sponsorship and logo placement
- Long-term content value with assets designed for post-event digital and social use
- Strategic alignment with Miami Fashion Week’s evolution and international leadership

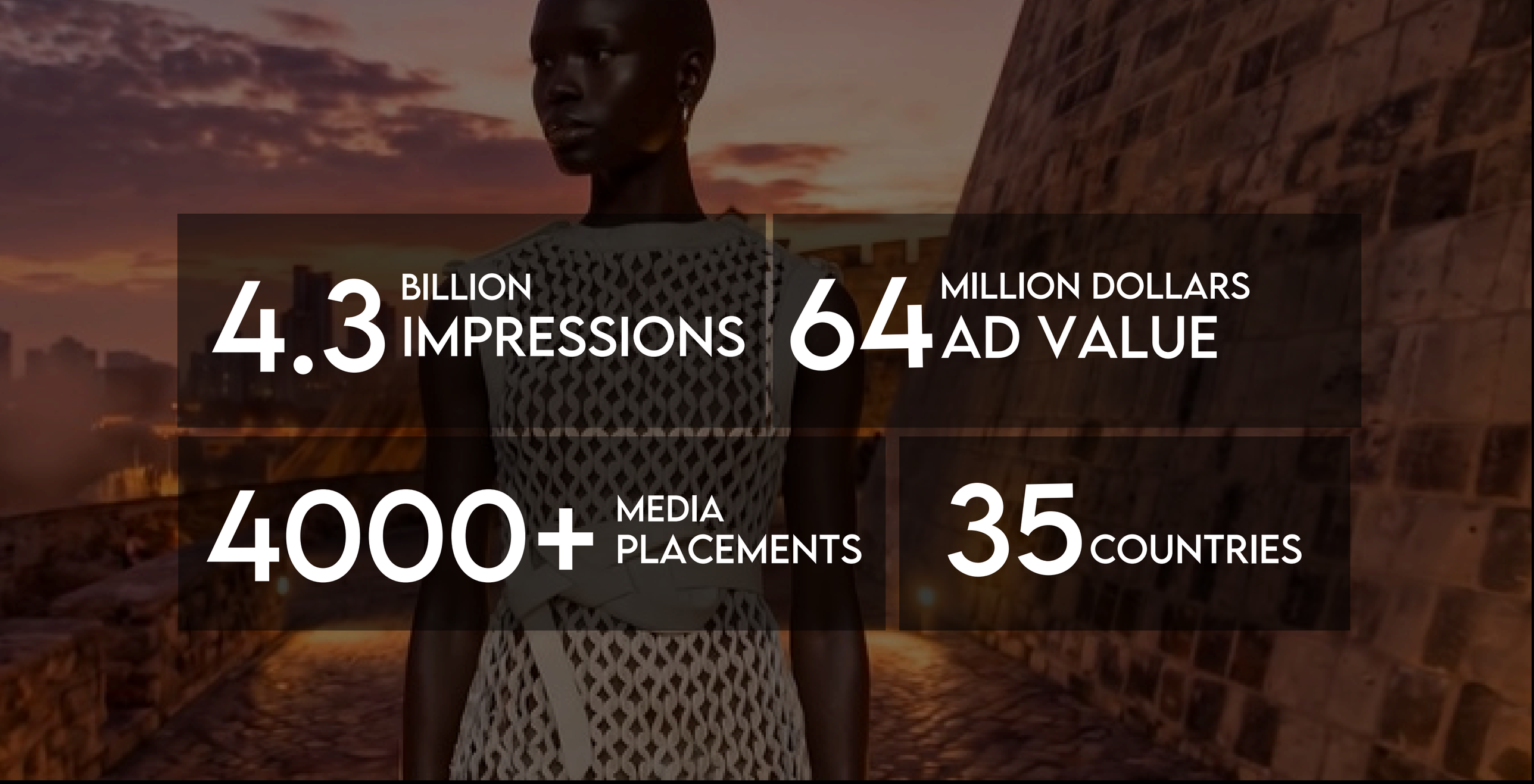


**THIS PLATFORM IS DESIGNED FOR BRANDS THAT WANT TO LEAD, NOT FOLLOW.**

# DIGITAL + ON-SITE BRAND INTEGRATION

- On-Site Brand Presence
- Brand integration at the event venue
- Physical activations and branded experiences
- Step & repeat and red carpet visibility
- On-site brand moments aligned with the event narrative
- Digital & Content Integration
- Brand visibility within the curated digital fashion program

- Integration across Miami Fashion Week digital channels
- Association with fashion, technology and innovation
- Custom Partnerships
- Editorial-style integrations beyond traditional logo placement
- Tailored activations designed to align with brand objectives




HAUTE LIVING Forbes MODERN LUXURY WWD OCEAN DRIVE

# AWARD CATEGORIES & REWARDS

## GRAND PRIZE – “BEST OVERALL VIRTUAL FASHION VISION”

This award transforms a digital vision into a real career opportunity.

✔️ Physical Runway Show at the next Miami Fashion Week – Full runway slot

✔️ Curatorial & creative mentorship by the MIAFW team

✔️ Hero editorial feature on the official MIAFW website

✔️ Dedicated press release as Grand Prize Winner

✔️ Amplification across MIAFW social channels & newsletter

✔️ Featured participation in The Fitting Room

✔️ Curated industry introductions (buyers, press, partners)

✔️ Official MIAFW Award title & trophy

✔️ $25,000 USD cash price

# AWARD CATEGORIES & REWARDS

## SECOND PRIZE – “BEST BRAND NARRATIVE”

Recognizing brands with a strong, authentic voice.

✔️ Editorial feature on the MIAFW website

✔️ Brand spotlight across MIAFW social platforms

✔️ Participation in The Fitting Room

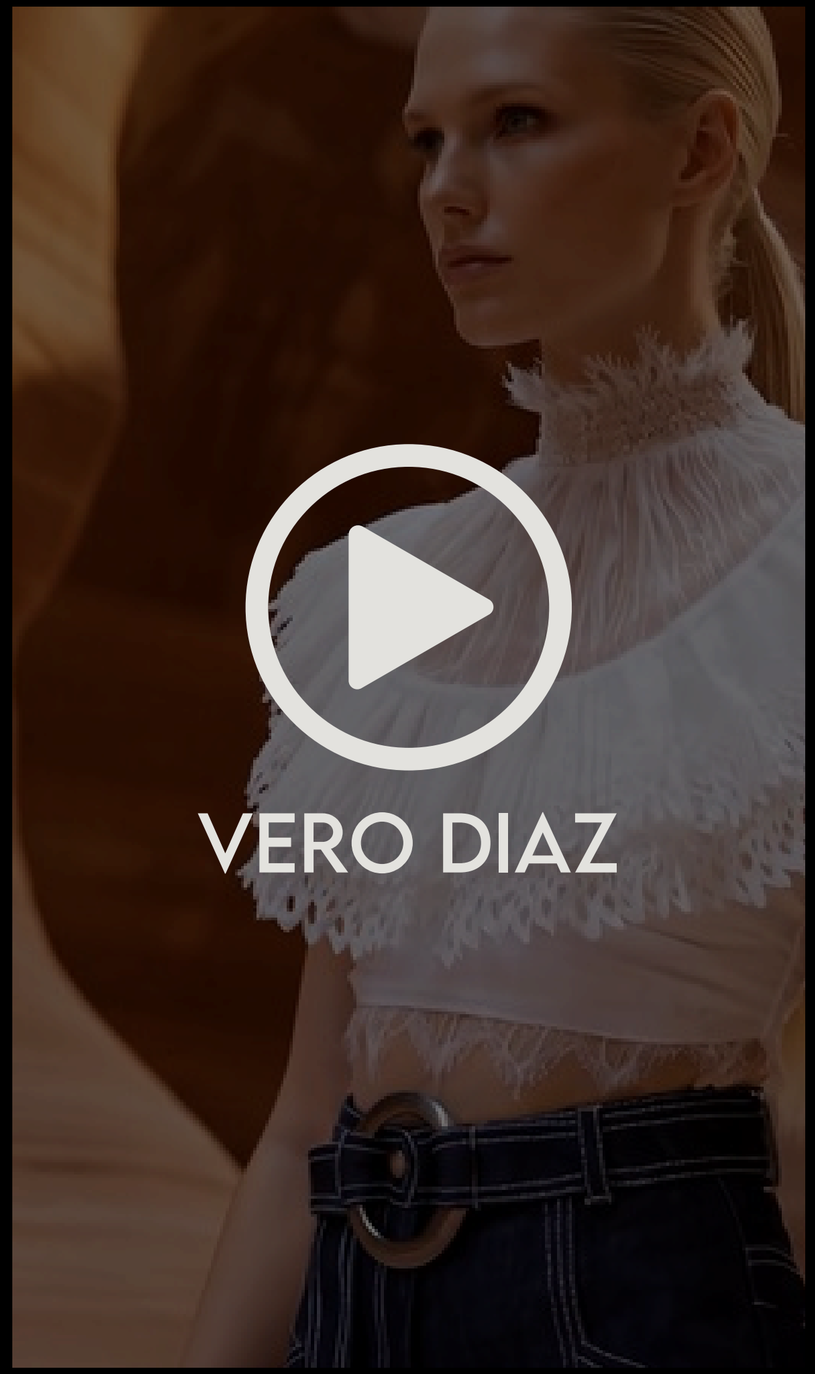
✔️ Official MIAFW Award title & certificate

# AWARD CATEGORIES & REWARDS

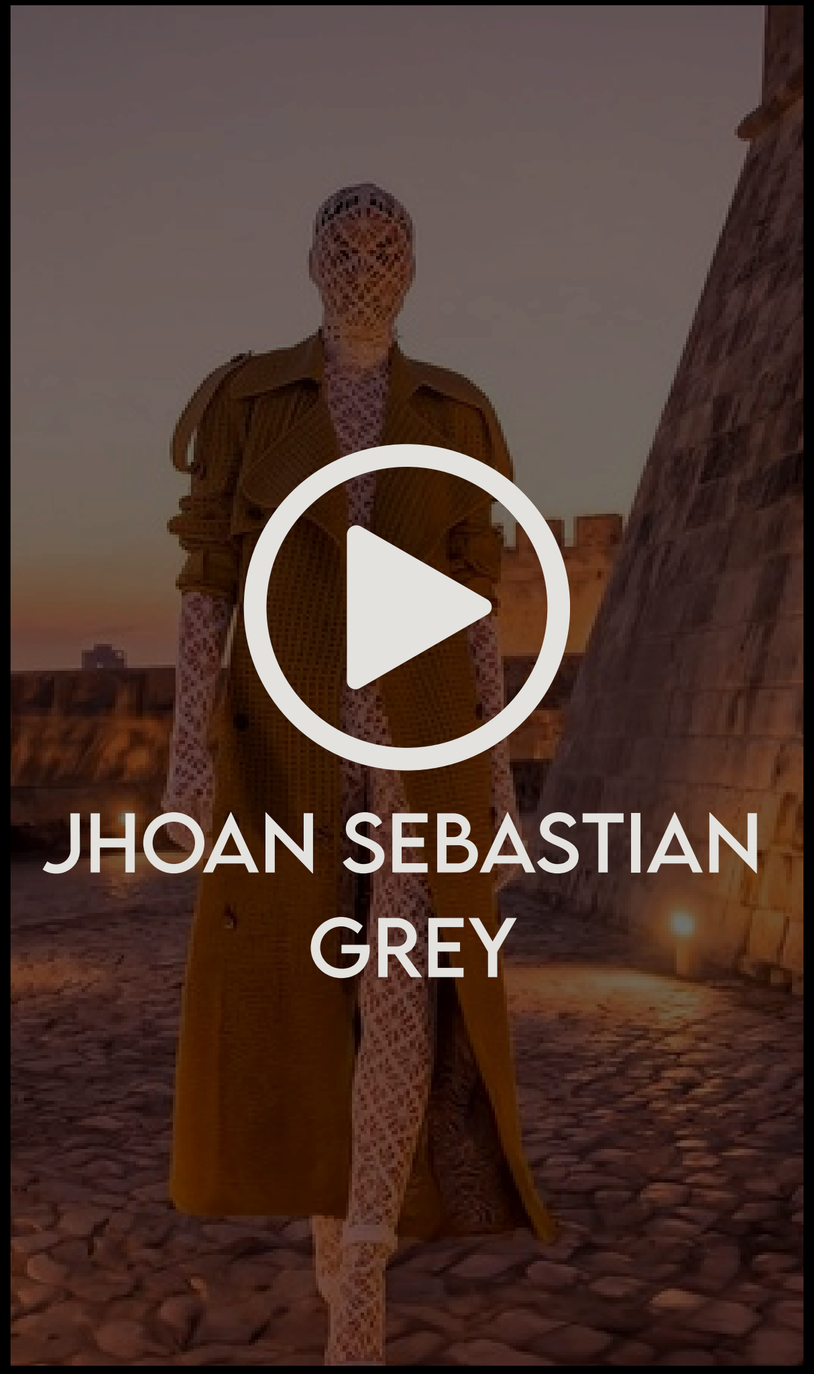
## THIRD PRIZE – “BEST CREATIVE DIRECTION”

Celebrating outstanding creative execution.

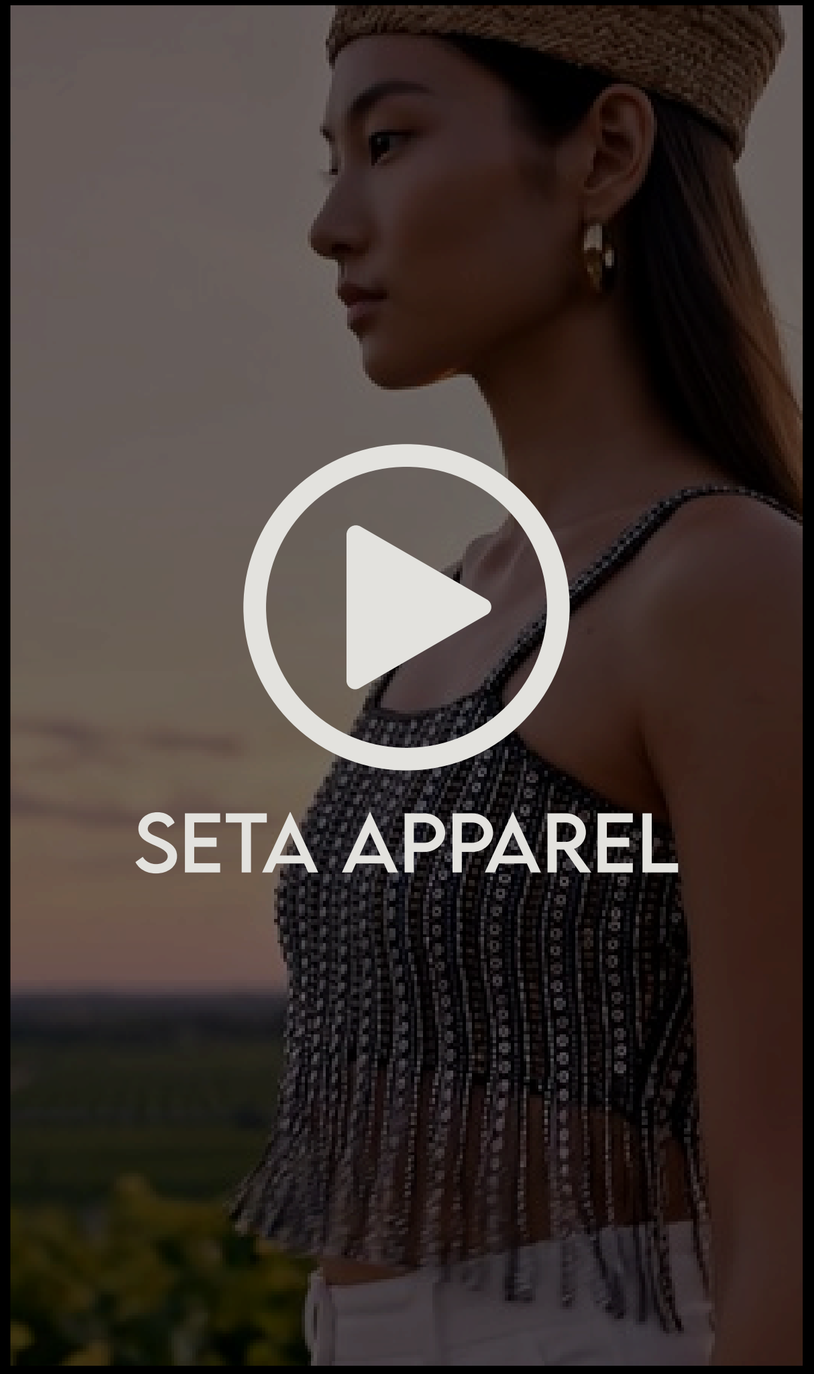
- ✔️ Creative feature on the MIAFW website
- ✔️ Social media spotlight (IG feed + stories)
- ✔️ Participation in The Fitting Room
- ✔️ Official MIAFW Award title & certificate



VERO DIAZ



JHOAN SEBASTIAN GREY



SETA APPAREL




MIAFW DIGITAL EDITION 2026 STRENGTHENS MIAMI FASHION WEEK'S ROLE AS A GLOBAL, FORWARD-THINKING FASHION PLATFORM, CONNECTING LIVE EXPERIENCES, DIGITAL STORYTELLING AND REAL-WORLD OPPORTUNITY.

THE FUTURE OF FASHION IS DIGITAL.

And it starts here.