

MUZA FASHION FAIR

The future of fashion starts here

19–21 May 2027

INTRODUCTION

We are delighted to invite you to the second edition of MUZA Fashion Fair 2027 (MFF), the largest fashion and creative industries fair in Albania. MFF is more than just a fair, it is a dynamic platform designed to support creative initiatives, foster innovation, and connect key players in the world of fashion. MUZA Fashion Fair is the leading B2B and B2C event for the fashion industry in Albania, the region, and beyond.

VISION

MUZA Fashion Fair builds on the success of MUZA Competition, a platform that bridges Albanian cultural heritage and the fashion industry, nurturing emerging talent and fostering a community of more than 9,000 designers. In just four years, MUZA has evolved from a regional initiative into an international platform for cultural and creative exchange across Europe, the United States, and beyond, bringing Albanian heritage to the global stage through the lens of contemporary fashion.

MUZA Fashion Fair aims to put Tirana and Albania on the international fashion map by connecting the creative industries with global institutions and markets. Led by founder Andriola Kambo, who has spearheaded more than 30 major projects and received training in large-scale international event management, the fair is emerging as a new regional platform for fashion and the creative industries.
With more than 25,000 visitors expected, MUZA Fashion Fair aspires to establish Tirana as a leading creative hub in the Balkans.

WHO CAN EXHIBIT

- Fashion Designers and Brands
- Accessories and Footwear Brands
- Textile and Materials Manufacturers
- Artisan and Handmade Product Creators
- Cosmetics and Personal Care Companies
- Fashion Technology and Innovation Startups
- Fashion Magazines
- Garment Manufacturers
- Fashion Schools, Academies and Educational Institutions
- Perfume and Fragrance Brands

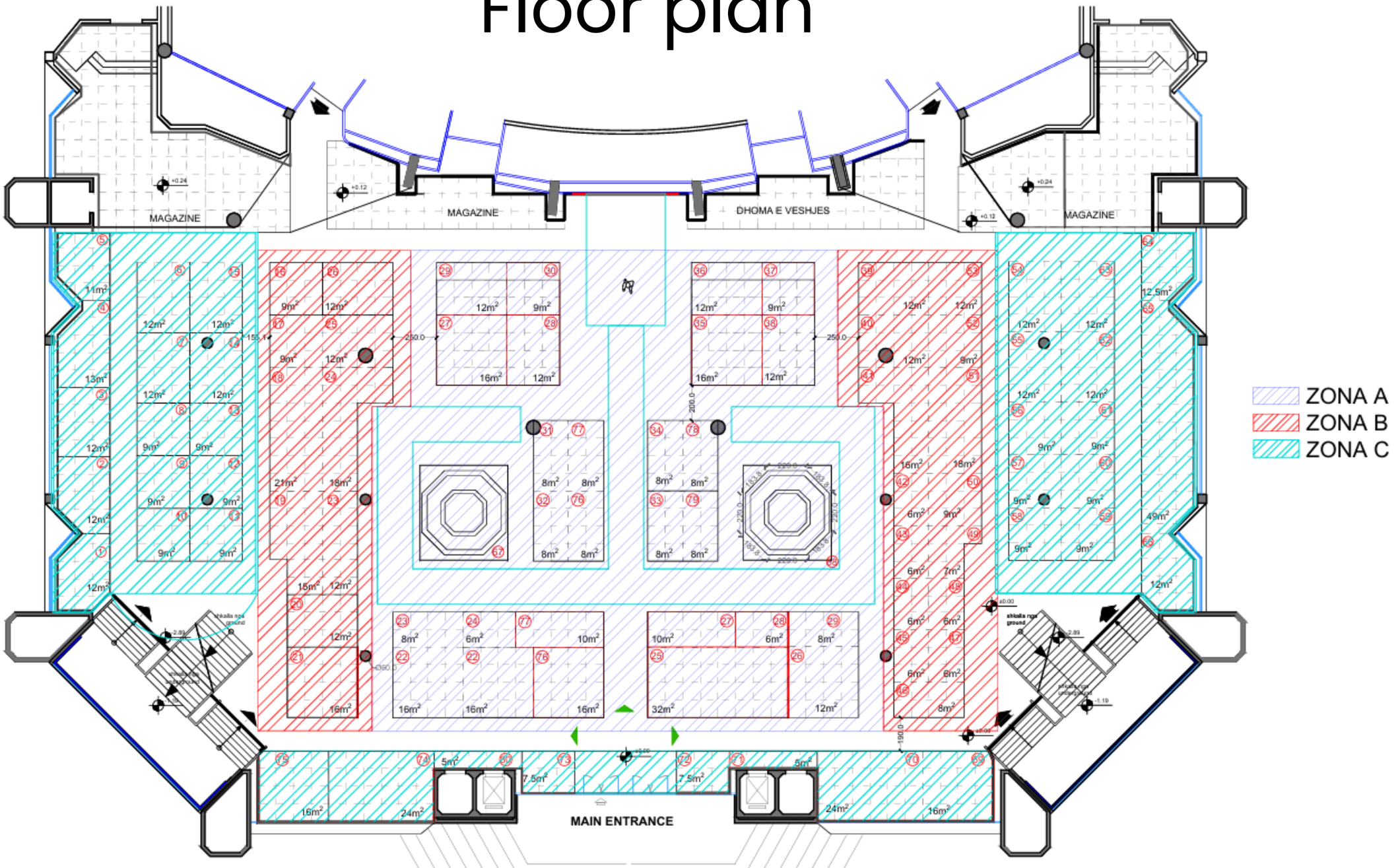
WHO CAN EXHIBIT

- Import and Distribution Companies
- Modeling and Casting Agencies
- Photography and Production Studios
- Furniture and Interior Design Companies
- Creative Industry Professionals
- Logistics and Transportation Companies
- Marketing and Advertising Agencies
- Event Management Companies
- Financial Services Providers

WHY BECOME AN EXHIBITOR

- Showcase your brand alongside more than 100 brands from the fashion, textile, technology, and creative industries.
- Connect with buyers and investors through dedicated B2B meetings and networking events.
- Reach over 25,000 visitors and engage with a diverse audience from Albania, the wider region, and across the globe.
- Maximize your brand’s visibility through media coverage and over 2 million social media impressions, with promotional opportunities through leading fashion and lifestyle influencers.
- Gain industry insights by taking part in expert panels, workshops, and masterclasses.
- Present your collections on the runway through professional fashion shows, showcasing your designs to potential buyers and promoting them across the event.
- Build new partnerships with designers, brands, and industry leaders.

Floor plan



Booth Sizes: Booths are available in a range of sizes to suit your brand's needs: 6 m², 8 m², 9 m², 10 m², 12 m², 15 m², 16 m², 18 m², 20 m², 23 m², 27 m², and 30 m². Color-Coded Exhibition Zones: Choose your preferred booth space, ranging from 6 m² to 30 m², in Zones A, B, or C, subject to your preferences and availability.

PARTICIPATION PACKAGES

Choose the package that best suits your needs and vision.

ZONE A

Fully Equipped Booth — 385 EUR/m²

Included:

- Electricity, Wi-Fi, and cleaning services
- Company logo featured across MUZA Fashion Fair's social media platforms
- Company logo and profile featured on the official MUZA Fashion Fair website
- A podcast feature on MUZA Talks with Eno Popi
- Priority access to meetings in the B2B area
- Live streaming of all three days of the event on our YouTube channel
- OCTANORM partition walls, including branding and printed banners with frames
- 1 table and 4 chairs
- A promotional package featuring professional photography and a Reel video of your stand.



Any additional booth investments or customizations will incur extra charges.

PARTICIPATION PACKAGES

Choose the package that best suits your needs and vision.

ZONE B

Fully Equipped Booth — 330 EUR/m²

Included:

- Electricity, Wi-Fi, and cleaning services
- Company logo featured on MUZA Fashion Fair's social media platforms
- Company logo and profile featured on the official MUZA Fashion Fair website
- A podcast feature on MUZA Talks with Eno Popi
- Priority access to B2B meetings
- Live streaming of all three days of the event on our YouTube channel
- OCTANORM partition walls, including branding and printed banners with frames
- 1 table and 4 chairs
- A promotional package featuring professional photography and a Reel video of your stand.



Any additional booth investments or customizations will incur extra charges.

PARTICIPATION PACKAGES

Choose the package that best suits your needs and vision.

ZONE C

Fully Equipped Booth — 275 EUR/m²

Included:

- Electricity, Wi-Fi, and cleaning services
- Company logo featured across MUZA Fashion Fair's social media platforms
- Company logo and profile featured on the official MUZA Fashion Fair website
- A podcast interview on MUZA Talks with Eno Popi
- Priority access to B2B meetings
- Live streaming of all three days of the event on our YouTube channel.
- OCTANORM partition walls, including branding and printed banners with frames
- 1 table and 4 chairs
- A promotional package featuring professional photography and a Reel video of your stand.



Any additional booth investments or customizations will incur extra charges.

BOOTH DESIGNS

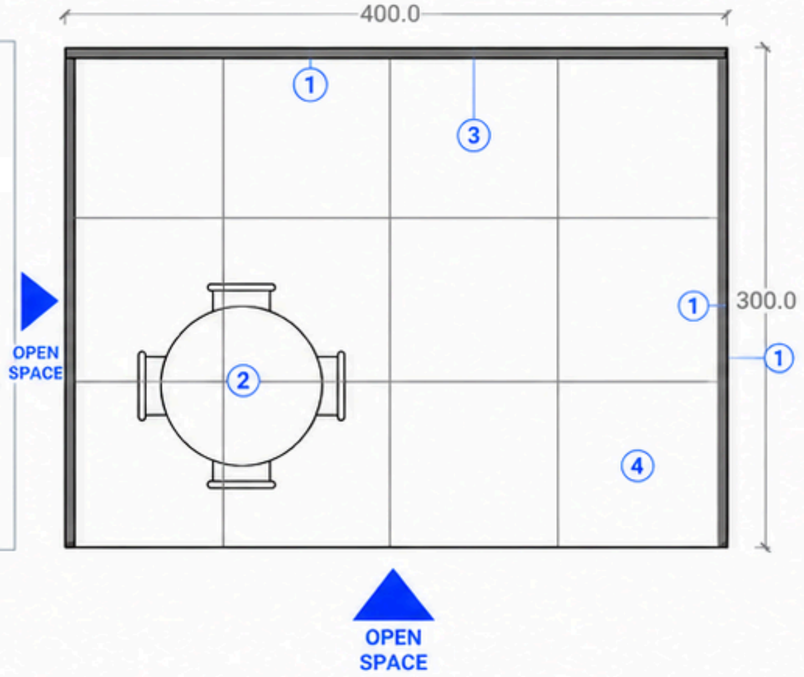
All booth walls are covered with printed banners provided by MUZA Fashion Fair. If a booth's location leaves any side or back wall exposed due to the absence of an adjacent booth, the exhibitor is responsible for the cost of printing an additional banner to cover the exposed wall.

BOOTH PLAN

WHAT'S INCLUDED IN THE BOOTH

1. Partition panels between booths / booth walls are covered with framed banners, which can be customized with the brand's design
   (Type 1 booth: 3 panels,

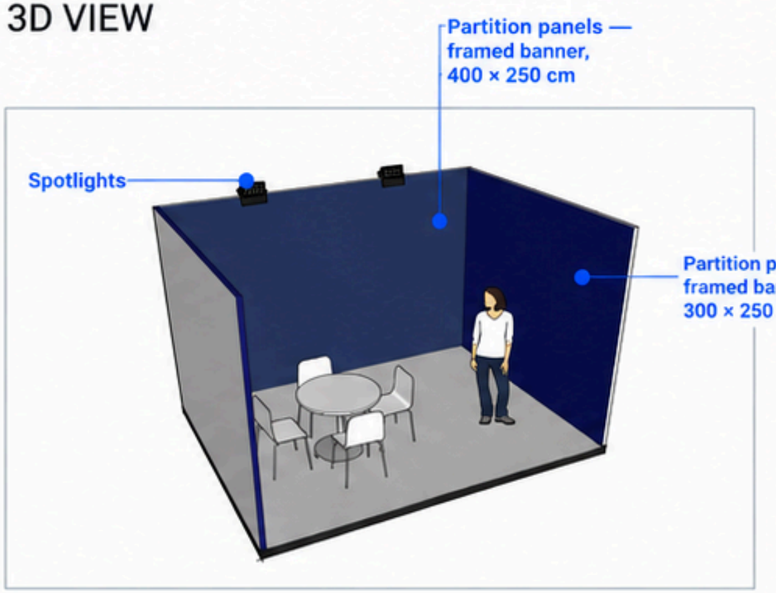
   -Standard panel height: 250 cm
   - Panel width depends on the selected booth
2. Table with 4 chairs
3. LED spotlights to illuminate the interior of the booth (quantity depends on booth size and furniture layout)
4. Basic electrical installation (including placement of sockets and connection of lighting fixtures)



WHAT'S NOT INCLUDED IN THE BOOTH

1. Flooring (vinyl, adhesive, parquet, or carpet; not included in the booth package)
2. Furniture
3. Lighting and customization (decorative spotlights, LED strips, etc.)

3D VIEW



3D VIEW



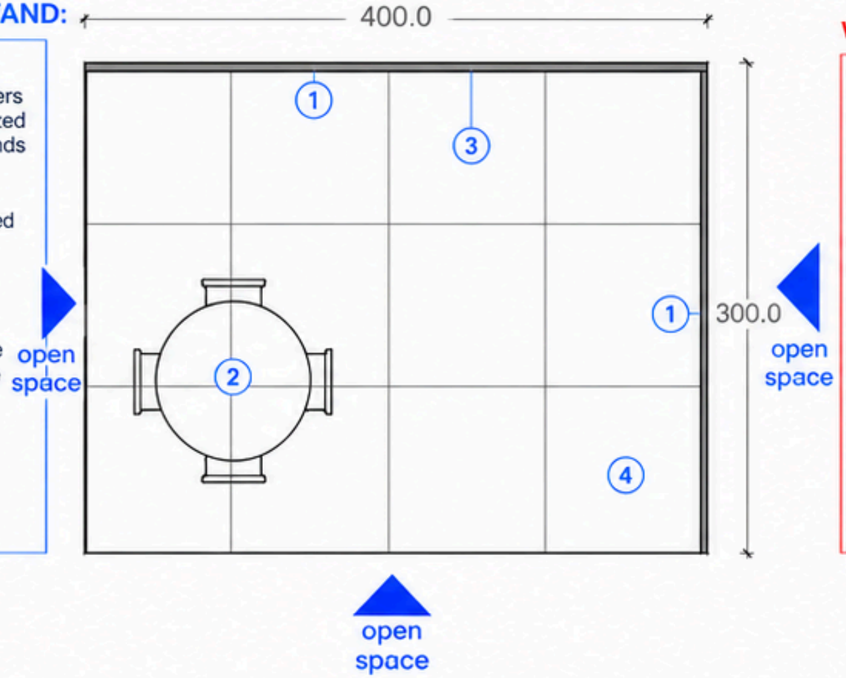




STAND PLAN

WHAT IS INCLUDED IN THE STAND:

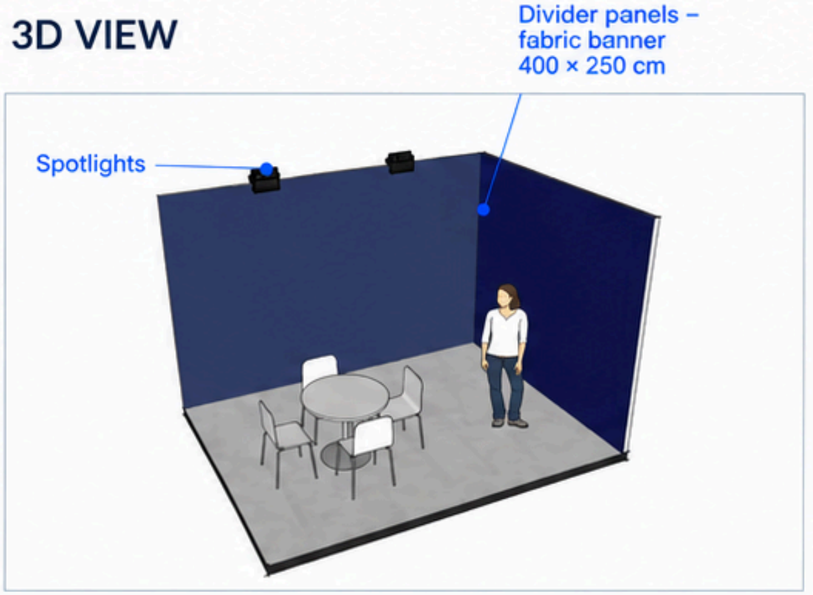
1. Divider panels between stands / stand walls – these are fabric banners stretched over frames and customized with the brand's design (type 3 stands have two sides with panels).
   - Standard panel height: 250 cm
   - Panel length depends on the selected stand size.
2. Table with 4 chairs
3. LED spotlights to illuminate the inside of the stand (quantity depends on the stand position and furniture layout).
4. Basic electrical installation (includes two power sockets and connection of the lights).



WHAT IS NOT INCLUDED IN THE STAND:

1. Flooring: adhesive flooring, parquet or carpet is not included in the stand.
2. Furniture
3. Custom lighting (decorative fixtures, LED strips, etc.).

3D VIEW



3D VIEW



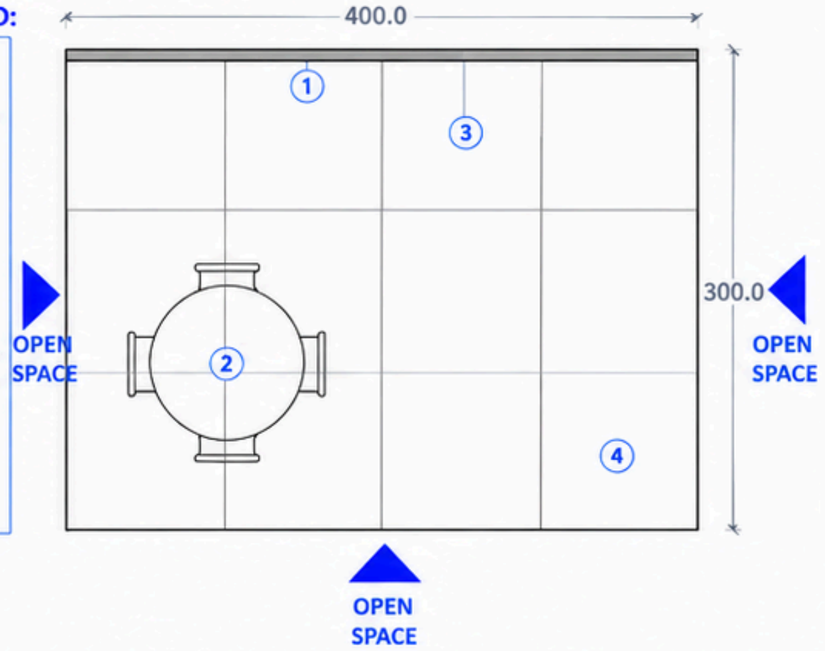




STAND PLAN

WHAT IS INCLUDED IN THE STAND:

1. Partition panels between stands / stand walls – these will be covered with a banner with your chosen design to help you personalise your space in line with your brand (Type 2 stand has one side panel).
   - Panel height is standard at 250 cm.
   - Panel width depends on the side of the stand selected.
2. Table with 4 chairs
3. LED spotlights for illuminating the interior of the stand (the quantity depends on the positioning of the furniture in the stand).
4. Basic electrical installations (including the provision of two sockets and connection of the lights).



NOT INCLUDED IN THE STAND:

1. Carpet / flooring and any decorative coverings or finishes for the stand.
2. Furniture
3. Custom lighting and decorative lighting (e.g. spotlights, LED strips, etc.).

3D VIEW



3D VIEWS







Additional Services

Whether you are an exhibitor or not, you can benefit from our additional services, including:

- Marketing and PR
- Presentation spaces
- Dedicated space, event coordination, models, and technical support for each brand’s fashion show.
- Workshops and training sessions
- Additional accessories, furniture, and decor.

The fair is supported by the following institutions:

- Ministry of Tourism, Culture and Sports
- Albanian Investment Development Agency (AIDA)
- Municipality of Tirana

REPUBLIKA E SHQIPËRISË
MINISTRIA E TURIZMIT, KULTURËS DHE SPORTIT

BASHKIA TIRANË

AIDA
Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve

MUZA
FASHION FAIR

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