

MUZA FASHION FAIR

The future of fashion starts here



Welcome & Overview

We are pleased to invite you to the first edition of **MUZA Fashion Fair 2026** (MFF), the largest fashion and creative industries fair in Albania. MFF is not just a fair, but a dynamic platform that aims to support creative initiatives, foster innovation and connect key players in the fashion world. MUZA Fashion Fair will be the main B2B and B2C event for the fashion industry in Albania, the region and beyond.

Vision

Muza Fashion Fair builds upon the success of Muza Competition, a platform that connects Albanian cultural heritage with the fashion industry, supporting young talents and forming a community of over 9,000 designers. In just four years, Muza has grown from a regional initiative into an international space for cultural and creative dialogue across Europe, the United States, and beyond—bringing Albanian heritage, reimagined through contemporary fashion, into the global spotlight.

MUZA Fashion Fair aims to position Tirana and Albania on the international fashion map by bridging the creative industry with institutions and global markets. **Led by founder Andriola Kambo**—who has directed over 30 major projects and trained in organizing large-scale international events—the fair emerges as a new regional platform for fashion and creative industries. With more than 20,000 expected visitors, it strives to transform Tirana into a leading creative hub in the Balkans.

who Can Exhibit

Fashion designers & brand

Accessories & footwear brands

Textile & materials producers

Artisanal/handmade product
creators

Tech & innovation startups in
fashion

Fashion and lifestyle magazines

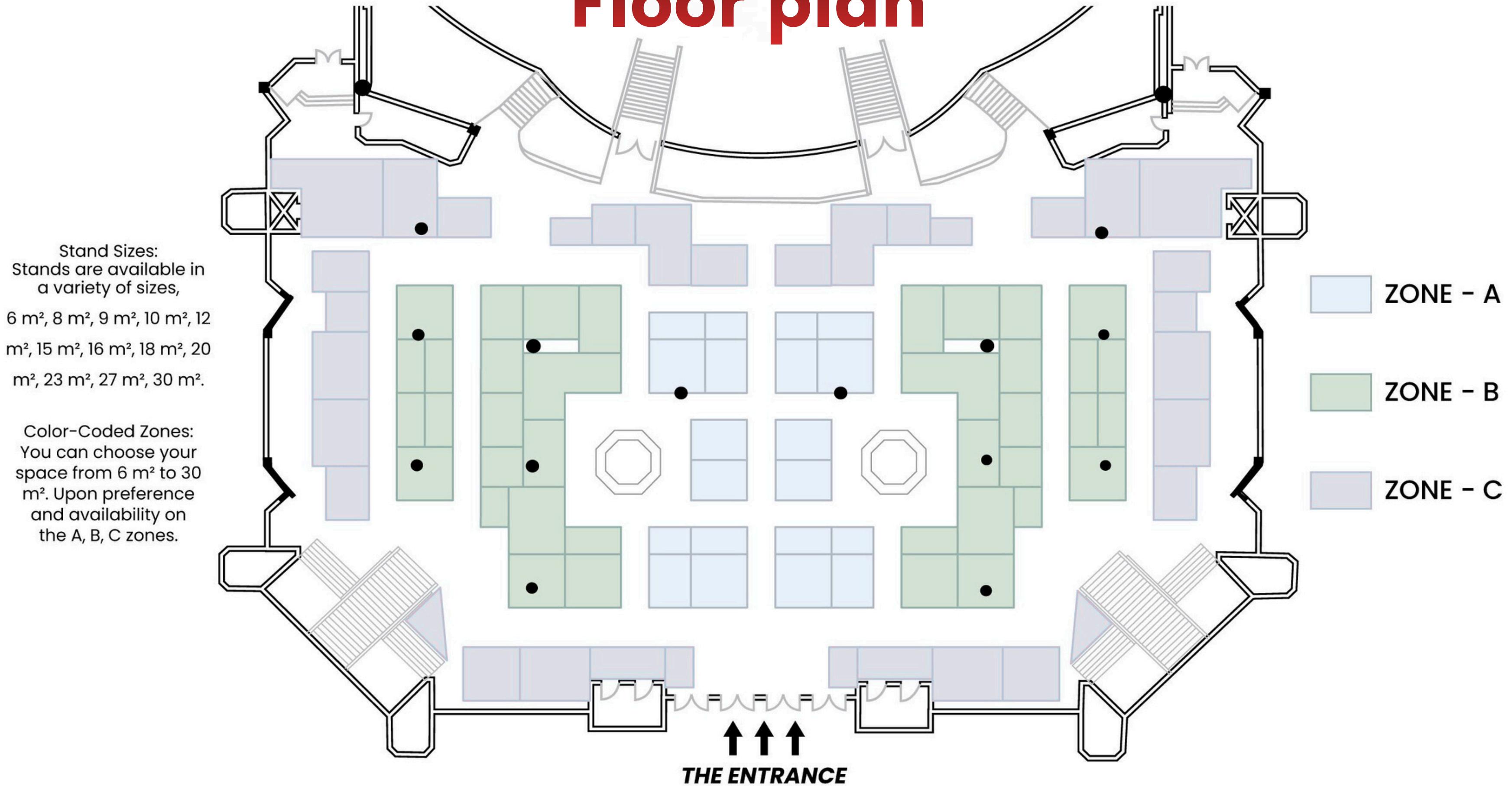
All creative industry professionals

Fashion schools/academies
and educational institutions

Why should you exhibit

- Stand out among **100+** brands from fashion, textiles, tech, and creative industries.
- Meet buyers & investors through curated networking sessions and B2B meetings.
- Reach more than **20,000** visitors and connect with a diverse, engaged audience.
- Gain media attention with dedicated features and over **2 M** social media impressions.
- Benefit from influencer buzz as top fashion & lifestyle voices promote the fair live.
- Strengthen your expertise by joining panels, workshops, and master classes.
- Showcase your collections in professional runway shows covered by press & buyers.
- Forge new collaborations with designers, brands, and industry leaders.

Floor plan



Stand Sizes: Stands are available in a variety of sizes, 6 m², 8 m², 9 m², 10 m², 12 m², 15 m², 16 m², 18 m², 20 m², 23 m², 27 m², 30 m².

Color-Coded Zones: You can choose your space from 6 m² to 30 m². Upon preference and availability on the A, B, C zones.

Participation Packages

Choose the perfect package to fit your needs and brand vision.

ZONE A

1. Empty Space **€170/m²**

- Electricity, Wi-Fi, cleaning services
- Logo featured on MUZA social media platforms
- Logo on MUZA FASHION FAIR website
- 1 invitation to the Opening Ceremony
- Company profile and logo in Digital Catalogue
- Priority B2B room access.
- Runaway show provided by MUZA Fashion Fair (if requested we will give the catwalk space, our models and technical support for your runaway show)

2. Equipped Space **€190/m²**

- All benefits of Empty Space
- Partition walls (OCTANORM), company name board (branding and printing not included)
- 1 table + 1 chair
- Carpet

Participation Packages

Choose the perfect package to fit your needs and brand vision.

ZONE B

1. Empty Space €155/m²

- Electricity, Wi-Fi, cleaning services
- Company profile and logo in Digital Catalogue
- Logo featured on MUZA social media platform
- Logo on MUZA FASHION FAIR website
- 1 invitation to the Opening Ceremony
- Priority B2B room access

2. Equipped Space €175/m²

- All benefits of Empty Space
- Partition walls (OCTANORM), company name board (branding and printing not included)
- 1 table + 1 chair
- Carpet

Participation Packages

Choose the perfect package to fit your needs and brand vision.

ZONE C

1. Empty Space €140/m²

- Electricity, Wi-Fi, cleaning services
- Company profile and logo in Digital Catalogue
- Logo featured on MUZA social media platform
- Logo on MUZA FASHION FAIR website
- 1 invitation to the Opening Ceremony
- Priority B2B room access

2. Equipped Space €160/m²

- All benefits of Empty Space
- Partition walls (OCTANORM), company name board (branding and printing not included)
- 1 table + 1 chair
- Carpet

Additional Services

Either you are an exhibitor or not, you can benefit from our additional services as explained below:

- Marketing & PR
- Presentation spaces
- Runaway show space
- Workshops and trainings
- Extra accessories, furniture and decor

Furniture & Accessories

Enhance your exhibition space with these essential add-ons.

Furniture & Seating

- Table
- Chair
- Extra partition wall
- Extra partition wall (for dressing rooms-upon request)
- Sofa (one-seater / two-seater)
- High stool

Display Solutions

- Accessories display stand
- Shoe display stand
- Shelf
- Glass display cabinet
- Clothing rack / hanger stand
- Mannequin (male/female/child)

Technology & Branding

- LED TV (75")
- Promotional board
- Roll-up banner
- Brochure holder
- Carpet / Moquette
- Spotlight / booth lighting

Hospitality & Extras

- Counter desk
- Coat rack

Promotion, Marketing & Media

Boost your visibility before, during, and after
This opportunity is open to both exhibitors and non-exhibitors

Digital Presence

- Logo placement on MUZA official website
- Social media post featuring exhibitor logo
- Featured Instagram story highlight
- Instagram Reel / Facebook reel (30 sec-1 min)
- Social media teaser campaign inclusion

Catalogue & Publications

- Company profile and logo in the Digital Catalogue
- Full-page dedicated article in Digital Catalogue
- Interview published in Digital Catalogue
- Featured logo on catalogue front/back cover (sponsor level)

Press & Media Relations

- Media interview during the fair
- Featured mention/logo in MUZA newsletter (to buyers, media, partners)
- Logo placement in promotional spot streamed on social media and national TV

On-Site Promotion

- Sponsored signage inside venue
- Logo on stage/backdrop during workshops or fashion shows
- 30-second video spot on LED screen
- Logo on LED WALL outside venue, on the entrance
- Promotional spot on LED WALL outside venue, on the entrance

Runway Show at MUZA FASHION FAIR

Bring your collection to life on the MUZA runway and showcase your vision in front of buyers, media, and fashion industry leaders.

This opportunity is open to both exhibitors and non-exhibitors

Runway Show package includes:

- Use of MUZA official runway space.
- Professional models.
- Hair & Makeup (MUAH) services.
- Backstage coordination & technical support (lighting, sound, management).
- Event promotion via MUZA channels (website & social media).
- Inclusion in MUZA official schedule & program.
- High-quality runway photos & video.

Benefits:

- Buyers see collections live = faster decisions.
- Media exposure = credibility for investors.
- Option for exclusive buyer-only showcase post-runway.

Presentation Space

Take the stage and tell your brand's story.

This opportunity is open to both exhibitors and non-exhibitors

- **Equipment:** The presentation space includes an LED TV 75"/projector, microphones, chairs, and a panel table.
- **30-Minute Slot:** Secure a 30-minute slot to present your brand, discuss a relevant topic, or showcase your products.
- **Note:** Exhibitors are responsible for inviting their own audience to their presentation slot, but we can offer the organization service upon request.

Workshops and trainings

MUZA Fashion Fair will feature a series of exclusive workshops, talks, and panel discussions with international experts, industry leaders, and creative innovators.

Benefits:

- Position yourself as an industry leader
- Build authority & attract collaborations
- Networking with panelists (investors, buyers, mentors)

The full schedule of workshops and panels will be announced soon and shared on MUZA's official channels.

The fair has support from the following institutions:

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



MINISTRIA E TURIZMIT,
KULTURËS DHE SPORTIT



BASHKIA
TIRANË



Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve

NEMUA FASHION FAIR

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