

# **Australia Fashion Events Market By Type (Fashion Shows, Trade Shows/Exhibitions, Fashion Contests, Others) , By Revenue Source (Ticket Sale, Sponsorship, Others) By Organizer (Fashion Houses, Fashion Designers, Event Management Companies, Others) : Opportunity Analysis and Industry Forecast, 2024-2034**

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## **Abstracts**

### Australia Fashion Events Market

The Australia fashion events market was valued at \$1.1 billion in 2023 and is projected to reach \$2.1 billion by 2034, growing at a CAGR of 6.7% from 2024 to 2034.

A fashion event is a presentation organized by designers and brands to display their fresh collection of apparel, jewelry, or accessories. The major spectators of such events include industry experts, fashion critics, and fashion media. Fashion events are conducted in several formats, including pop-up events, runway shows, trade exhibitions, charity functions, fashion weeks, and thematic showcases. The primary objective of fashion events includes promotion of brands, establishment of trends, and creation of networking opportunities.

Increase in the popularity of local designers and rise in efforts to enhance their popularity on the global stage are the key drivers of the Australia fashion events market. In addition, digital engagement and influencer culture help to promote the fashion events hosted by the country via social media platforms such as Instagram, YouTube, and TikTok. This augments the development of the market significantly. A prominent trend dominating the Australia fashion events market in recent times is the promotion of

sustainable and ethical fashion. Various designers are focusing on presenting collections associated with a unique purpose such as zero-waste principles, vegan leather, eco-friendly materials, or upcycled fabric. This trend aims to standardize circular fashion and environmental sensitivity in the country.

However, the fashion industry is highly competitive & dynamic owing to constantly evolving trends and consumer preferences. These evolutions pose challenges for brands & designers to remain relevant and cater to the customer demands, hampering the development of the Australia fashion events market. On the contrary, the transformation of fashion events by the integration of technology is expected to present lucrative opportunities for the Australia fashion events market. For instance, the Melbourne Fashion Week held in 2021 offered an experiential element to the audience by conducting fashion shows in unusual venues such as art galleries, warehouses, and outdoor spaces. The event utilized virtual technologies such as augmented reality, virtual try-ons, and 3D runway models to engage the attendees.

## Segment Review

The Australia fashion events market is segmented into type, revenue source, and organizer. On the basis of type, the market is divided into fashion shows, trade shows/exhibitions, fashion contests, and others. Depending on revenue source, it is classified into ticket sale, sponsorship, and others. As per organizer, it is categorized into fashion houses, fashion designers, event management companies, and others.

## Key Findings

On the basis of type, the fashion shows segment dominated the market in 2023.

Depending on revenue source, the sponsorship segment held a high share of the market in 2023.

As per organizer, the fashion houses segment acquired a high stake in the market in 2023.

## Competition Analysis

The major players in the global Australia fashion events market include The Australian Fashion Foundation, Fashion Institute Australia, The Fashion Agency, The Fashion Agency, Modus Operandi Events, Creative Events Australia, Eventuality Australia,

Bespoke Events Australia, and Elysium Events. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Type

Fashion Shows

Trade Shows/Exhibitions

Fashion Contests

Others

By Revenue Source

Ticket Sale

Sponsorship

Others

By Organizer

Fashion Houses

Fashion Designers

Event Management Companies

Others

Key Market Players

The Australian Fashion Foundation

Fashion Institute Australia

The Fashion Agency

The Fashion Agency

Modus Operandi Events

Creative Events Australia

Eventuality Australia

Bespoke Events Australia

Elysium Events

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