

**WORLD  
FASHION  
CHANNEL**



# **MEDIAKIT**

2022



# WORLD FASHION CHANNEL

- International TV channel which has a broadcast network around the world and focuses on current trends in fashion, beauty, travel, technology and lifestyle.
- Date of foundation 2003
- Head office in Milano
- 24/7 broadcasting in English all over the world

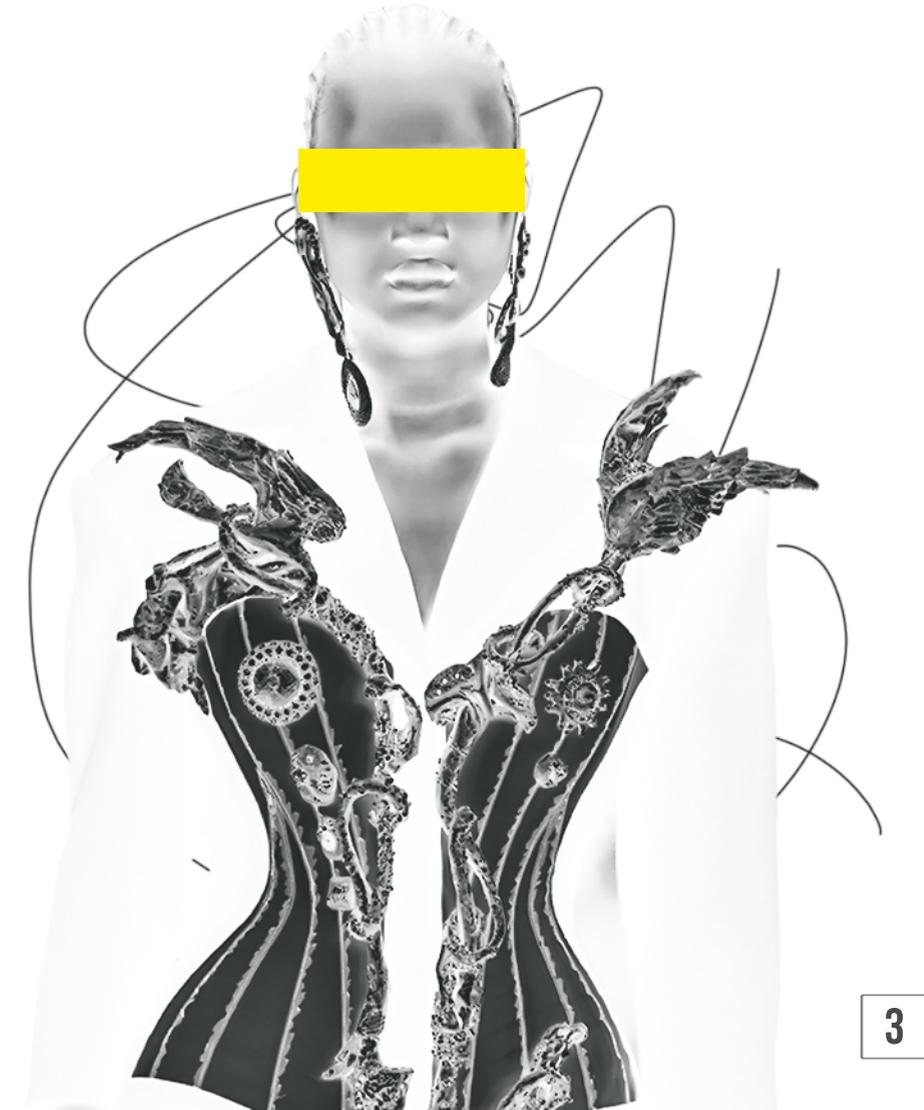


# KEY INTERNATIONAL PROJECTS

## WORLD FASHION COVERS



Shooting covers of leading glossy European editions involves the participation of top models.



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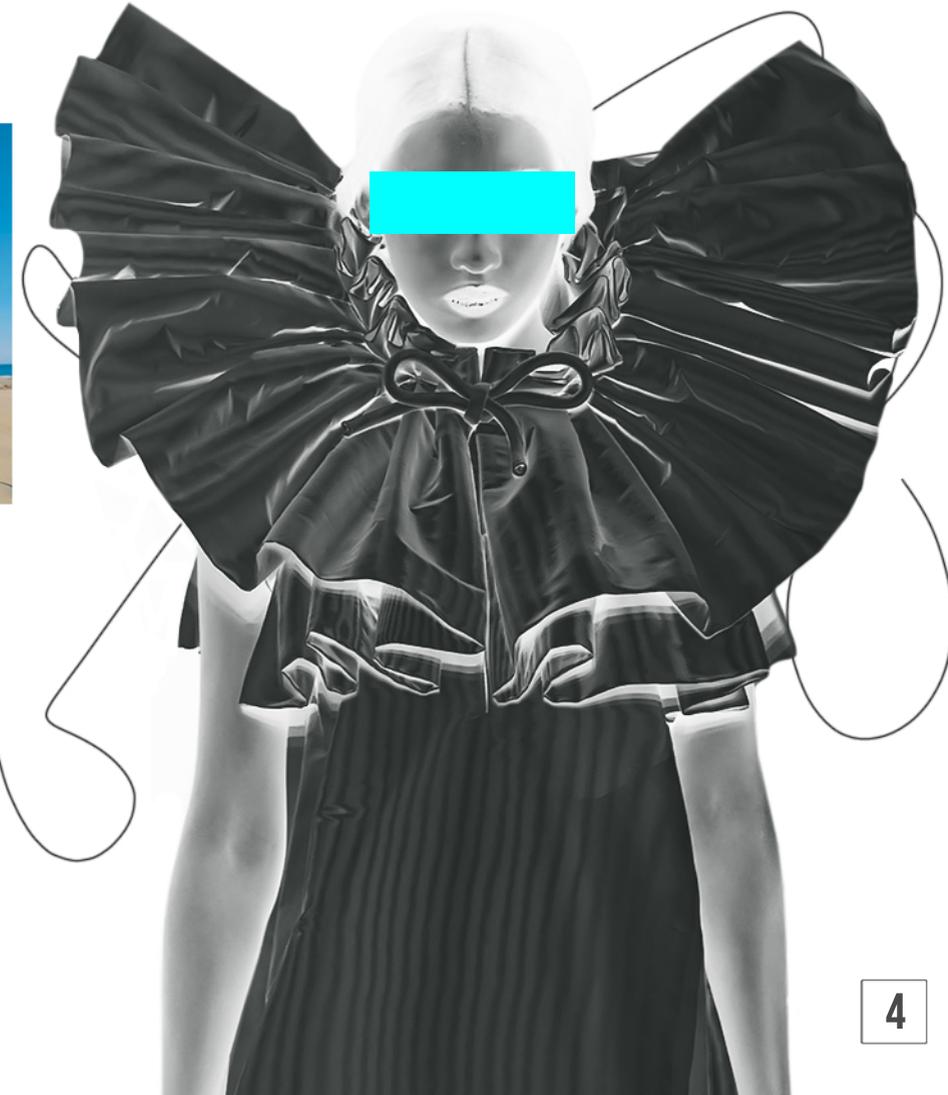
# KEY INTERNATIONAL PROJECTS

## WORLD FASHION CALENDAR



A large-scale WFC project on a fashionable calendar creation.

- picturesque locations;
- participation of top models;
- a team of advanced professionals;
- eminent project partners such as Lamborghini, SunSecret etc.;
- backstage video about the filming process.



WATCH ►



## WORLD FASHION SHOWS

Impressive and unforgettable up-to-date shows have become an integral part of fashion weeks in Milano, Paris, New York and London, as well as exclusive world primary brands shows.

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## CELEBRITY STYLE

From the catwalk to the red carpet: the best outfits of the stars ranging from Hollywood divas to Victoria's Secret Angels.

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## WORLD TOP MODELS

Top models' stories of success from initial stage of their career to the top of fashion industry: the best catwalk appearances, biography facts and advertising campaign shots.

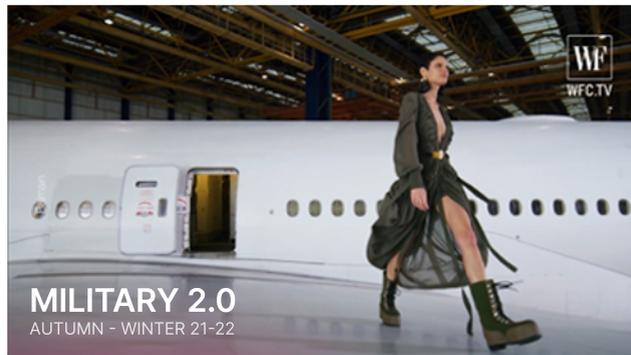
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## CONTENT FROM FASHION BRANDS

Fashion houses background stories, shows, art collaborations, backstage of fashion shootings of world famous brands. Thematic review of video art — in the «Editor's Choice» section.

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## CURRENT TRENDS

The stunning and most compelling images from the collections, illustrating the current fashion trends.

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## RED CARPETS

World-class celebrities walking the red carpet of the Grammy, Oscar, Cannes Film Festival and other iconic events in the fashion, art, cinematic and music industry.

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# RETROSPECTIVE

An overview of the iconic collections of the past: the secrets of creation, the most outstanding images, key details and much more.

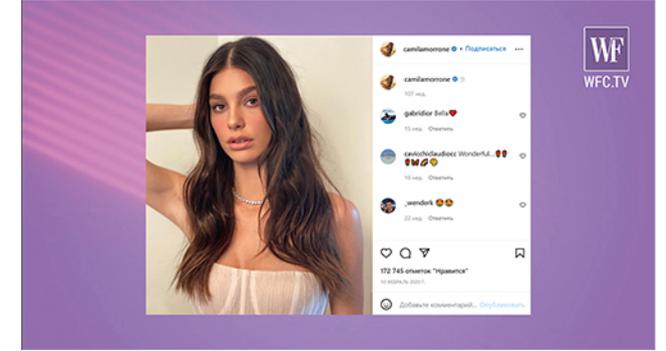
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# WF PLACES

World Fashion Channel Team and popular travel bloggers get to the most spectacular and eye-catching places of the planet.

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# INSTATOP

Thematic pages overview of top bloggers and Instagram celebrities.

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**BELLA HADID**



**CRISTINA LUCCHINI**



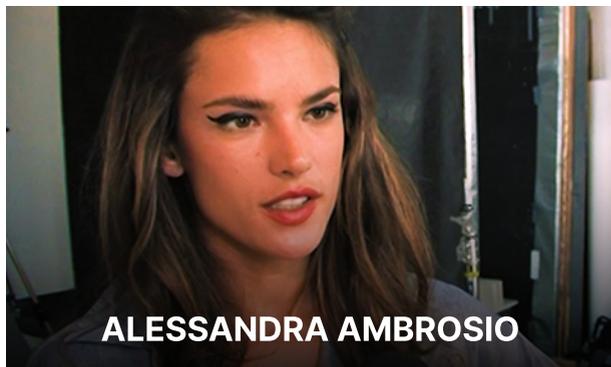
**ANNA DELLO RUSSO**



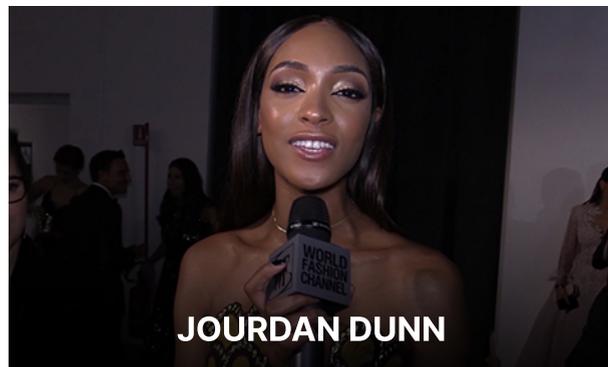
**ORNELLA MUTI**



**DOUTZEN KROES**



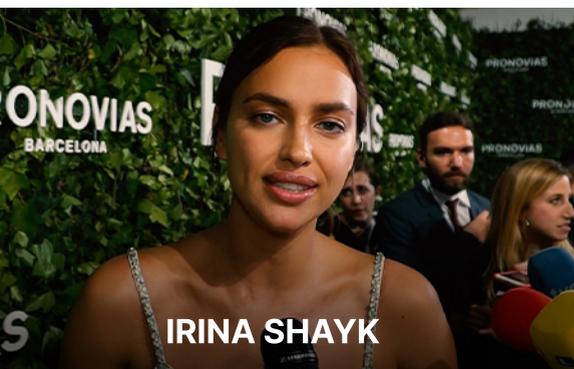
**ALESSANDRA AMBROSIO**



**JOURDAN DUNN**



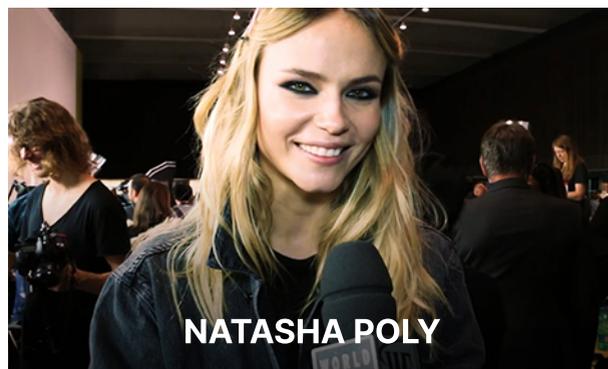
**ELIZABETH OLSEN**



**IRINA SHAYK**



**NATALIA VODIANOVA**



**NATASHA POLY**



**IZABEL GOULART**

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