

**Wirtschaftsclub Russland e.V.
Business Club Russia
Бизнес-клуб России**

**Project information for
sponsors –**

Joined event with Besgraniz

Bezgraniz Couture™

*International fashion
and accessoire award*

- The WCR e.V. originally actively promoted only the communication among **German-speaking top managers and business owners**, but became through its cooperation's with other business clubs in all CIS a platform for **top executives**, who live and work in Russia, and also helps them to search for new contacts and to maintain existing ones..
- The WCR e.V. aims not only to promote **mutually beneficial economic interests** of the club members, but also to enrich their **social and cultural life**. In addition to the maintenance and development of business ties among the club members and guests, the WCR aims to become a support for companies in a dialogue with representatives of Russian politics and economics of various associations and unions and non-governmental organizations.
- An important task of the WCR is to create and to develop a **common network of contacts** that enables **successful and confidential business relationship** and to **support Charity and organisations** like

Bezgraniz Couture™
*International fashion
and accessoire award*

The goal of the joined evening event is to guarantee sustainable and ongoing operations of BezGraniz in Russia and around the globe to support the

**“Bezgraniz Couture™ INTERNATIONAL FASHION AND ACCESSOIRE
AWARD 2013”**

And also to support German-Russian Cooperation im DEUTSCHLAND –RUSSLAND JAHR

- *“We cannot change the whole world – but we can lead to a conscious change in the world of fashion. And if we manage to change the fashion world – we might eventually also be able to make the world a bit different from what it is today.”*
- *“Design ethics are not only trends but reality. “*

The Founders of Bezgraniz Couture

Human Kind is the measure of all things.

Protagoras, V c. BC



Bezgraniz Couture™

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A Unique Approach to Fashion?

Bezgraniz Couture Award is a unique approach in the world of fashion with a sustainable long term approach

Clothing contests for people with disABILITY are held in Russia from 1999, but they do not go beyond the scope of “social rehabilitation of disabled people”. Such contests are one time events without a sustainable approach;

Some international designers began to include models with disABILITY in their fashion show. But the demonstrated clothing is usually not adapted to peculiarities and needs of the body.

Nevertheless, issue of non-standard body is brought up by serious designers:

Izzy Camilleri is a designer working with Hollywood stars, who created a mark of elegant and comfortable clothes for people with restrictions.

Participants of BBC ***Britain's Missing Top Model 2008*** TV program. Marie Claire



Clothing is one of the most important elements of world culture and a universal tool for communication: “clothes make the first impressions”.

Accessories are the biggest challenge for designers to meet the needs of people with restrictions in an efficient life style approach.

Fashion industry is one of the economic pillars that is able to influence social meanings and concepts.

Impact on fashion world – it is a target to focus on life style within the frames of the Universal Design/ Design for All concepts.

Economical factor of people with special needs. 750 million people have a certain type of restriction according to the statistics of United Nations (UNO) and WTO. There is a need for functional and fashionable clothing;



Expert Opinions

Bezgraniz Couture “seems to be very important for Russia, for our social maturity...as I see that.

Bezgraniz Couture Award is a great step for our society to move in direction of civilization, normal and humane treatment of everyone everywhere”.

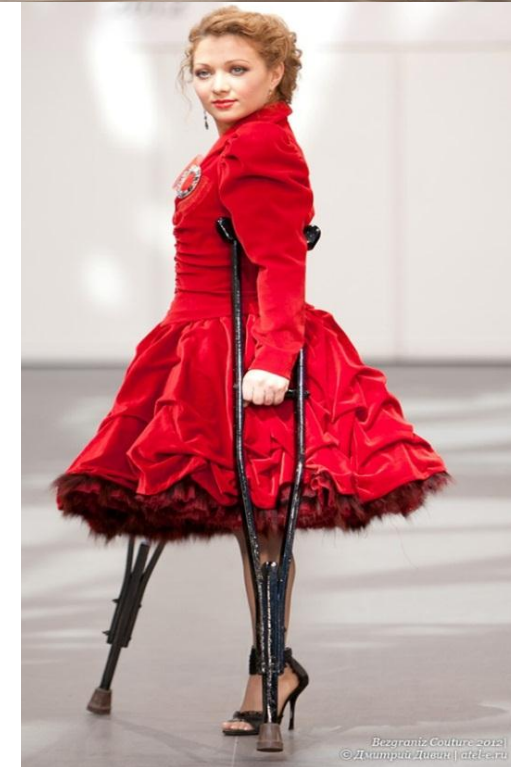
Irina Mikhailovskaya, FORBES WOMAN, FORBES STYLE”.

“I have decided to take part in the contest as a member of the jury because fashion is not only a part of my professional work, but has also become in combination with Otto Group a part of my life. With the help of Bezgraniz Couture and international awards I want to contribute to bringing “fashion and handicap” together, which is the expression of normality and sustainability. Furthermore the atmosphere of such a city as Moscow contributes to the success of this event”.

Joseph Teeken, General Director of OTTO GROUP RUSSIA

“Main distinction of Bezgraniz Couture from similar contests and its main merit is that fashion design for disabled puts them on one level with others and emphasizes their humanity”.

Albina Bikbulatova, Director of Fashion Design and National Cultures Institute of Ufa State Academy of economics and service



Bezgraniz Couture™ INTERNATIONAL FASHION AND ACCESSOIRE AWARD - Facts and Numbers

- ❖ **International initiative** that originated in Moscow Russia;
- ❖ **Bezgraniz Couture™** is a registered **trade mark**;
- ❖ Held on **annual base** (June 2011/ May 2012) thus being a **sustainable, long term approach** to Special Fashion;
- ❖ Annual **prize money**: USD 25 000
- ❖ **Designers** from different regions submit their collections (i.e. Germany, Italy, Portugal , Russia, Ukraine and Brazil):
2011: >60 designer collections (each consists of 5 outfits)
2012: > 80 designer collections (each consists of 5 outfits)
- ❖ Award is very popular with all kinds of **mass media**;
- ❖ The Award itself is a **nonprofit event** and relies a lot on the commitment of individuals helping with time, efforts, expertise and networking;
- ❖ The Bezgraniz Couture Award 2012 was made possible by the **strong support of our sponsors** from different industries. In contrary to 2011 we did not receive any government funding in 2012– and we are proud to show that it is possible to win over the strong support from industry and individuals to make the miracle happen and continue a sustainable development in the area of “Special Fashion”



Mass Media Access

Reports about our activities have been published in

Russia: SNOB, Big City, Vedomosti, RIA Novosti, ITAR-TASS, “Forbes Woman, Radio "Mayak", ELLE, Gazeta Russa, Delfi, inoSMI, "Business Petersburg", “Fashion Theory“, “Fashion Industry”, Intermoda, FashionUnited, TV channel “Dozhd”, “Russia Today (international TV channel), TV Moskva24, “OpenSpace”, “onlinedress.ru”, “Lenta.Ru”, “dirty.ru”, “Lenta.ru”, “Lifejournal”, Facebook and others.

Additional articles are confirmed and scheduled to appear in Esquire (April 2013).

Germany: “Verband Deutscher Mode VDMD”, “dieschneider.net”, “DEWEZET”, “ForwardTextileTechnologies.net”, BDRU Newsletter, Wirtschaftsportal Russland, Saldo, Russland Aktuell, der Spiegel, Handelsblatt,

South America: “elnuevodiario .com “ / “pandora.com” / “elCaribe.com” / “listindiario.com”



Event framework details

Date: January 22nd 2013

Place: Kempinski Baltshug

Participants: ca. 100 – 150 guests

Description:

18.30 Reception

19.30 Co-founder of Bezgraniz Couture Tobias Reisner: „Bezgraniz Couture: Simply fashionable. Ein Paradigmenwechsel“, discussion of the evening theme

Nelli Aleksevna Merkulova President of the Oel and Gas Club – Modern Russia

20.00 buffet and Networking **open end**

Brand Integration: of sponsor

Special Guests: we are looking to invite one of the famous Russian or German designer, or opinion leader

Art program: you will have a rare possibility to enjoy extraordinary Russian artist with disabilities Anastasija Vinogradova, whom already gave the concert with Montserrat Caballe and face the Pope of Rome. Also a fascinating vocal duet of hearing disabled twin brothers Ivanovs and other young talents.

Sponsor Information

Platium Status • 30.000 €uro / 1 200 000 RUB Sponsorship

❖ **VIP Trip to Germany for 2 Persons, Thursday – Sunday 4.-7. 7 2013 for the Fashion Week Berlin – or possible other time**

- Including three nights at the Hotel Adlon (upon availability) – VIP tickets – flights – sightseeing

❖ **Placement of Partner logo:**

- on promotion material throughout the whole phase prior to the Award;
- on invitation tickets/ VIP tickets; on press walls; in VIP zone;
- in the video about the Award (Russian and English videos);
- at the «Partners» area of the official Award web-site; and on the Website of Wirtschaftsclub Russland - in Award banners in Internet;

❖ **Participation of Partner/ Sponsor representatives**

- at PR and media conferences;
- at the VIP gala dinner with members of the council, jury and designers.

❖ **Logo recognition during the event,**

- 4 free participants tickets, Company representative on stage



Sponsor Information (1)

Gold Status • 20.000 Euro / 800 000 RUB Sponsorship

❖ Placement of Partner logo:

- on promotion material throughout the whole phase prior to the Award;
- on invitation tickets/ VIP tickets;
- on press walls;
- in VIP zone;
- in the video about the Award (Russian and English videos);
- at the «Partners» area of the official Award web-site; and on the Website of Wirtschaftsclub Russland
- in Award banners in Internet;

❖ Participation of Partner/ Sponsor representatives

- at PR and media conferences;
- at the VIP gala dinner with members of the council, jury and designers.

❖ Logo recognition during the event,

- 4 free participants tickets, Company representative on stage



Sponsor Information (1)

Silver Status • 10.000 Euro / 400 000 RUB Sponsorship

❖ Placement of Partner logo:

- on promotion material throughout the whole phase prior to the Award;
- on press walls;
- at the «Partners» area of the official Award web-site; and on the Website of Wirtschaftsclub Russland
- in Award banners in Internet;

❖ Participation of Partner/ Sponsor representatives

- at PR and media conferences;
- ❖ **Logo recognition during the event,**
 - 4 free participants tickets,



Sponsor Information (1)

Bronze Status • 5.000 Euro / 200 000 RUB Sponsorship

❖ Placement of Partner logo:

- on promotion material at the evening event
- at the «Partners» area of the official Award web-site; and on the Website of Wirtschaftsclub Russland
- 2 free participant tickets during the event





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