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*Save the Date! Indulge your senses for Four Nights and Three Days of Fashion & Film Festivities*

## **International Fashion Film Festival Brussels 2016: The Inaugural**

10 Awards in 3 categories from 1300 film submissions

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**Brussels, September 19, 2016** - The International *Fashion Film Festival* Brussels has announced it's entry onto the Belgian capital's creative marketplace by creating Brussels' very own fashion film festival. This new platform features a 4-night, 3-day *interactive* fashion-related film festival - an event where Fashion meets the Film industry in a unique way: *Fashion Film screenings*, an *exclusive B2B & B2C Industry Show* in the form of a Fashion Hub, Film Hub, Beauty Hub and a *Career Hub*.

The event is scheduled to take place at the Crowne Plaza – Le Palace in Brussels between 19 and 22 October 2016. Following the example of fashion capitals the world over, the event is set to parallel the international fashion film calendar by hosting a glamorous and stylish event that gives the fashion conscious unparalleled insight into the fast-paced world of the fashion industry through the digital eye.

Highlights will include red carpet events such as the opening ceremony themed "C'est Belge ou Quoi", the Fashion Extravaganza, culminating in the Weekend Fashion Awards and finally the IFFFB Awards Ceremony where we'll celebrate the festival's inaugural success by awarding the best creatives in Fashion Film production.

Other activities include collaborative projects between the IFFFB and the Kino Kabaret Brussels, Catwalk shows from the Brussels Cosmopolitan Fashion Project, workshops by Modesign Academy, and panel talks curated by Berlin Fashion Film Festival Co-founder Niccolo Montanari.

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