

# PRODUCT IDEA: FASHION SHOW

## KUONI DESTINATION MANAGEMENT

For over 150 years, Loewe has been considered one of the most prestigious firms in Spain, proudly representing the good taste and couture of Spanish tradition. In 1905, the Spanish Royal family, seduced by the quality, style and workmanship of Loewe's designs in leather, and its increasing popularity amongst national and international clients, granted Loewe its royal warrant. Today Loewe offers from "prêt a porter" to new perfumes, scarves, bags, suitcases and leather goods remaining true to its world of leather craft.



### OPENING TIMES

**Monday to Saturdays**  
10h00 to 19h00

### (SERVICE) LOCATION

**Directions by plane:**  
Madrid Barajas Airport

**Directions by car:**  
All major motorways to Madrid, Spain  
A2 from Airport to city centre

**Directions by public transport:**  
All major coach and rail international networks to Madrid Atocha station and metro, bus or taxi to location

### CONTACT

Kuoni Destination Management  
Spain  
c/ Almirante 16  
ES-28004 Madrid

[www.kuoni-dmc.com](http://www.kuoni-dmc.com)

**Spoken Languages**  
French, Italian, English, German, Greek

### THE ITINERARY IN DETAIL

Your first stop is at Loewe in Gran Via for a surprise cocktail and private fashion show. The Gran Via store offers a minimalist décor with a private room for a private fashion show.

Watch the models parade on the catwalk wearing the latest Loewe collection while enjoying cocktails and canapés. After the show, participants will have the opportunity to shop at the Loewe Boutique with special discounts.

### GENERAL CONDITIONS

Prices are on request, depending on category of models used and fashion materials on show.  
Full cancellation policy 14 working days before event.

### KEY FEATURES

- At Loewe in Gran Via or in the comfort of your hotel or chosen venue
- Cocktail & canapés included
- Private Fashion show with professional models
- Special shop discounts given

### CAPACITY

From 20 to 150 persons

