

# Air France “Elegance in the Sky”

## Press Conference & Fashion Show

- **Concept of the event**
- Location
- Press conference
- Fashion Show
- Individual photo shootings
- Media coverage

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# Concept of the event

On the 30th of May 2013, AIR FRANCE organized in Bucharest a press event targeting business and fashion media.

**The event had two distinct elements:**

A. Press conference to promote AIR FRANCE KLM latest news

B. Fashion show with Air France all-time vintage uniforms

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**Cesianu-Racovita Palace**

(Artmark art gallery)



*Exclusive interbelic palace downtown Bucharest, designed in the late 19th century by a French architect.*






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# Press invitation

AIRFRANCE KLM

## Eveniment de presă
## AIR FRANCE KLM Romania

**Data**: Joi, 30 Mai 2013, ora 11:00

**Locaţia**: Palatul Cesianu-Racovita (galeria de artă Artmark), str. C.A. Rosetti, nr. 5

| | | |
|---|---|---|
| Ultimele noutăţi ale companiei | Prezentare de modă: colecţia de uniforme vintage Air France, moderată de Dana Rogoz şi Ovidiu Buta | Tombolă 2 bilete de avion la Amsterdam |

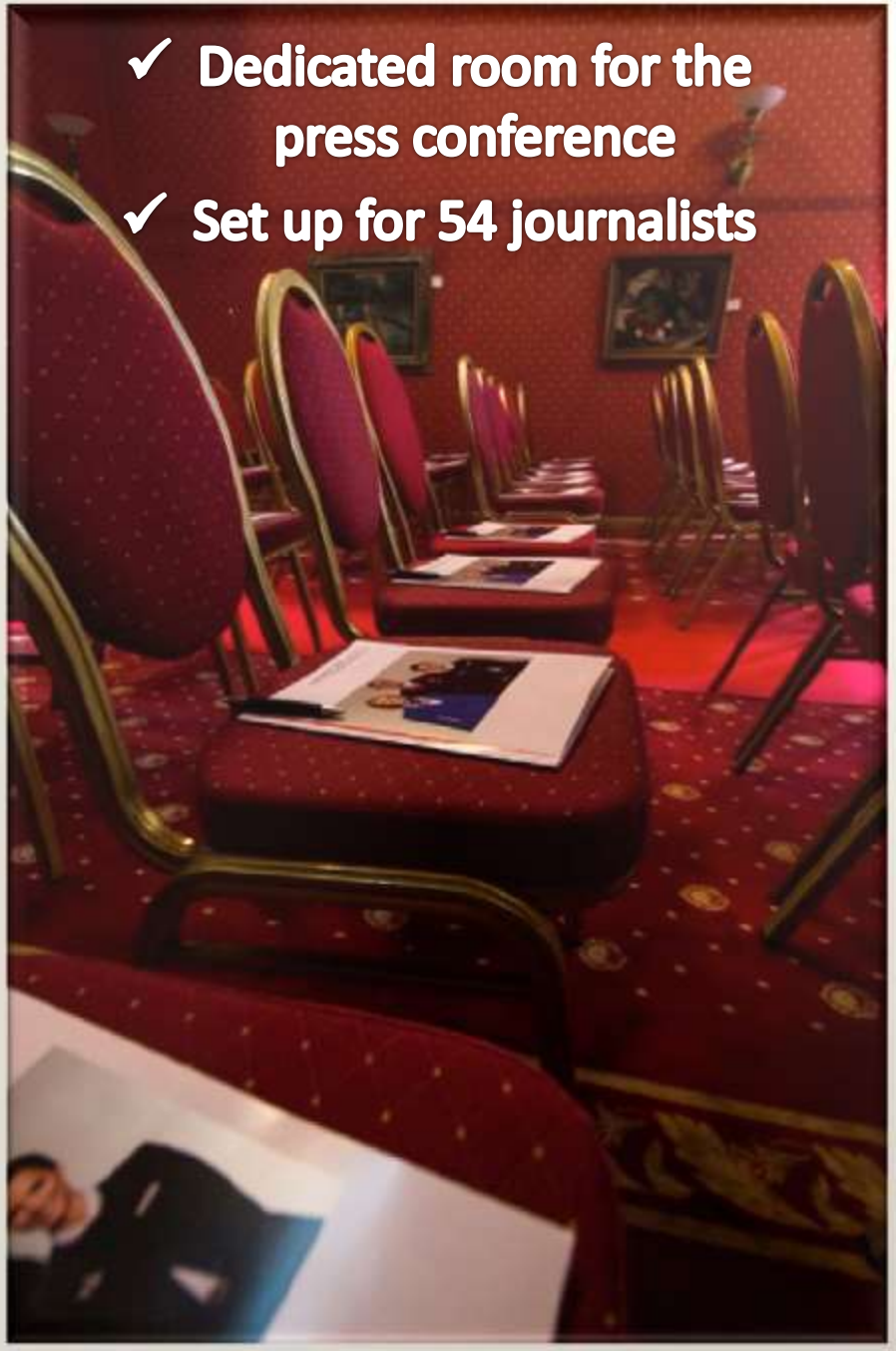
Sperăm să vă avem alături de noi!
AIR FRANCE KLM ROMANIA

Va rugăm să confirmaţi participarea dvs prin email sau telefon
Andra Spălăţelu – andra@travelcommunication.ro, tel: +40 721 371 221 până în data de 29.05.2013.



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✓ Dedicated room for the press conference
✓ Set up for 54 journalists

**7 news categories were communicated:**

- **Paris Charles de Gaulle:** investments and news;
- **Amsterdam Schiphol:** the best airport in Europe (World Airport Awards)
- **Flying Blue:** the best frequent flyer loyalty program (Freddie Awards)
- **Amsterdam 2013** events
- **New destinations** for Air France and KLM
- **WiFi flights**
- **Top100 program**



**Company speakers:**

**Nicoleta Vișan** (Marketing Manager)

**Răzvan Răduț** (Sales Manager)

**Alexandru Dobrescu** (Country Manager)







52 journalists and bloggers attended the event (business and fashion media)





Bloggers, printed media, news websites, news agencies, televisions






**Light Lunch**

**&**

**Coffee Break**

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## Fashion show with Air France vintage uniforms “Elegance in the Sky”

*The history of Air France flight attendant uniforms: 15 uniforms from the 1930’s up to present, in a fashion show moderated by Dana Rogoz (actress) and Ovidiu Buta (fashion critic).*




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Dana Rogoz, actress, TV host and fashion bloggers


Fashion magazines journalists


Andreea Esca, TV host, & Dana Rogoz

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# Media coverage

**The event was attended by a total of 52 journalists and was covered in most media means: TV, written media and online.**

**Among the publications that covered our event there are:** Ziarul Financiar (the most important business publication), Forbes magazine, Elle, The One, Beau Monde fashion magazines, Adevarul newspaper, Ziarul Financiar DA Premium, Wall-Street, Dailybusiness, Euforia TV, Frontnews, Business Forum websites.

**Also, at the event participated around 20 fashion and travel bloggers**, who published on their blogs, Facebook pages and Instagram, about the Fashion show about the company news.

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# Prime Time TV coverage

**Stirile ProTV** (the most important evening news journal in Romania)







**Stirile TVR1** (evening news journal of the Romanian National Television)






# Travel Communication Romania

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