SUCCESS STORY

NH BECOMES THE EXTRAORDINARY BACKDROP FOR A MAJOR FASHION SHOW

MFShow and EL CORTE INGLÉS organise one of their most important fashion shows at NH

CLIENT NAME: MFSHOW & EL CORTE INGLÉS
INDUSTRY: RETAIL - FASHION

LOCATION
Spain, NH Collection Madrid Eurobuilding. 800 m² of customised space between the lobby and other areas.

SIZE AND SCOPE
500 staff members (organizers, models, makeup artists) and more than 5,000 visitors over the events course (press, celebrities, fashion houses guests, general public).

EVENT TYPE
Fashion show featuring top brands like Emidio Tucci, Mirto, Cremieux, etc.

CHALLENGE
To obtain maximum media coverage for this amazing event.

SOLUTION
Thanks to the hotel's infrastructure, the versatility of the spaces, and the impressive 300 m² LED dome, NH was able to fully transform the venue to create an event tailored to the client's needs.

RESULTS
The client was more than satisfied with the level of attendance and the media coverage, and was especially pleased with the overall quality of the event.

“The event was a complete success. Everyone left pleased and congratulatory, asking if we would do it again,” Domingo Llull, Director MFSHOW.
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PURPOSE

The purpose of the MFSHOW MAN by El Corte Inglés was to present the collections of the fashion houses to the general public and the press, while obtaining the widest possible coverage in a unique and inventive way.

“It was a distinctive, creative, stunning, and impressive show... but the venue was particularly spectacular,” Magaly Yuste, Head of El Corte Inglés Fashion Communications.

The challenge lay in organising an iconic and distinct event at a city centre venue that fulfilled certain requirements for a fashion show, such as the ability to provide accommodation for the entire staff, a backstage area to prepare the models, enough space to assemble a very chic, elegant, and stunning catwalk, a reception hall to celebrate the after-show, etc.

SOLUTION

The NH Collection Madrid Eurobuilding provided solutions for everything that the MFSHOW MAN by El Corte Inglés fashion show required:

• Versatility: the fully customisable hotel lobby was seamlessly transformed into a catwalk, isolating it from the rest of the building.
• The remaining spaces covered all of the client’s needs, including a backstage area to prepare the various firms’ shows, and an after-show space.
• The spectacular 300 m² LED dome not only served to fully customise the venue but also offered that sought-after element of surprise.

“The lighting, the LED dome, the panoramic lifts, the white catwalk, the NH team... everything was absolutely amazing. It seemed like the hotel is organizing fashion shows all the time,” Magaly Yuste, Head of El Corte Inglés Fashion Communications.

RESULTS

The results exceeded expectations: there was tremendous coverage in the media – valued at around €5 million – and on social networks; the event was a Trending Topic on Twitter for two consecutive days. Most importantly, the coverage was highly qualitative.

“The experience was very positive. In fact, we are already recommending the hotel to those who want to organise an event,” Domingo Llull, Director MFSHOW.
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ABOUT MFSHOW

Ten editions have come and gone since the MFSHOW platform was introduced. In those five years, the platform has shifted toward the visibility of firms whose designs flood the streets. A platform where design and accessibility are the real stars.

MFSHOW combines design, industry, and commerce in a perfect formula that enables the fashion business to grow stronger every day.

MFSHOW and El Corte Inglés organise MFSHOW MEN.

ABOUT THE NH HOTEL GROUP

NH Hotel Group (www.nh-hotels.com) ranks third among European business hotels. The company operates nearly 400 establishments, with roughly 60,000 rooms in 28 countries throughout Europe, the Americas, and Africa, including destinations like Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome, and Vienna.

Under the concept “NH Meetings: inspire, create, enjoy,” the NH Hotel Group hosts unique events inspired by the wants and needs of clients, developed and executed with professionalism and passion, and capable of creating memorable experiences that last a lifetime.

NH Meetings also offers the industry’s latest technology, such as the patented 3D holographic projection technology system, which enables you and your attendees to be in two places at once.

The NH Collection Eurobuilding also features a 300 m2 vaulted LED screen, the largest in Europe, making it possible to create a theme for your events with spectacular 3-D lighting, spatial sound and video on a semi-transparent curved screen definitely a record breaking project that provides an extraordinary image, light and sound experience.

More information http://www.nh-hotels.com/meetings
Tel: +44 20 34 995 831
nhinternationalgroupsales@nh-hotels.com

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More information www.mfshow.es