



### **Frequently Asked Questions by Retailers**

#### **GENERAL EVENT QUESTIONS**

##### **Q: May any retailer host a Fashion's Night Out event?**

A: "Fashion's Night Out" is a registered trademark. Only participants who have submitted applications through the Fashion's Night Out website ([www.vogue.co.uk/fashions-night-out](http://www.vogue.co.uk/fashions-night-out)) and who have been approved by Vogue may officially refer to their events as "Fashion's Night Out" events.

##### **Q: When is Fashion's Night Out?**

A: The official hours are 6PM – 11PM on Tuesday 23<sup>rd</sup> September 2014. You are more than welcome to host online and in-store events before and/or after the official hours on 23<sup>rd</sup> September, as long as such events are in line with the mission of Fashion's Night Out.

##### **Q: How early can I run my Fashion's Night Out promotion, and for how long after the 23<sup>rd</sup> September?**

A: The period is **Monday 22<sup>nd</sup> September until Sunday 28<sup>th</sup> September** but please bear in mind that Vogue & Vogue.co.uk will not be covering (editorially) any events other than those on the official FNO date.

##### **Q: Can I host a Fashion's Night Out event on a different date or time?**

A: No. The official hours of Fashion's Night Out are 6PM – 11PM on Tuesday 23<sup>rd</sup> September 2014.

##### **Q: May I promote my daytime and after-hours event on [www.vogue.co.uk/fashions-night-out](http://www.vogue.co.uk/fashions-night-out)?**

A: Due to the volume of brands participating, we are only able to promote events that occur during the official hours of Fashion's Night Out (6PM – 11PM) on Tuesday 23<sup>rd</sup> September, but please feel free to publicise your daytime and/or after-hours events for 23<sup>rd</sup> September on your own website.



**Q: May I host a private event that is not open to the public?**

A: No. Fashion's Night Out was created to celebrate fashion, restore consumer confidence, and boost the industry's economy. Therefore, only registered events that are open to everyone can be promoted as official Fashion's Night Out events.

**Q: May I charge admission to my event?**

A: No. Whilst participating retailers can profit from hosting a successful shopping event, the **Terms and Conditions** clearly state that Fashion's Night Out retailers cannot charge consumers for participating in their events.

**Q: Can the Vogue team provide models, celebrities, food, or beverages for my store event?**

A: Although we would love to support each and every event, individual retailers are responsible for creating and producing their own events, programs, and highlights.

**Q: Will Vogue be covering Fashion's Night Out in the magazine?**

A: Yes, the October issue (on sale September) will have a small section dedicated to the key streets and the retailers participating in the 2014 event.

**Q: May I offer discounts as shopping incentives?**

A: The goal of Fashion's Night Out is to celebrate and support the fashion and retail industries, so discount promotions are not compulsory. We urge you to take advantage of Fashion's Night Out and promote full-price shopping, new launches and new deliveries with creative incentives.

**Q: Can my Fashion's Night Out merchandise benefit a charity?**

A: Absolutely. Participants are not required to make a donation to the official charity, although we encourage it, and can choose to support any charity of their choice.

**PLEASE NOTE THAT AT THIS TIME THE 2014 CHARITY HAS NOT YET BEEN CHOSEN.**

**Q: What are the key Fashion's Night Out areas in London?**

Regent Street W1

St Christopher's Place W1

Oxford Street W1

Brook Street W1

South Molton Street W1

Great Marlborough Street W1

**PRESS**

In general, the following rules apply:



- The Fashion's Night Out logo is a trademark and may not be altered in any way. Please refer to the [Terms and Conditions](#) before using the logo on any releases or marketing.
- The VOGUE logo/ name must sit alongside any use of the name 'Fashion's Night Out'. If you are sending out a press release that incorporates Fashion's Night Out into the copy, you must send it to us beforehand at [FNO2014@condenast.co.uk](mailto:FNO2014@condenast.co.uk). Please allow 3 working days for a response.
- Any brand using the logo without prior consent from Vogue will be asked to remove this immediately.

**Q: What's the best way to get the press interested in my event?**

A: In short, be as creative as possible! The press will be interested in the most unique events because those are the most interesting to readers. The more interactive your event, the better. Customisation, name-the-bag of the season, lucky dips, fashion bingo and gift-with-purchase are all better than nothing at all.

**Q: What are the other ways for us to promote our event?**

A: We highly recommend that you create a splash page or website highlighting the special elements of your event. Online media will be more likely to promote what you are doing if they have a URL to which they can link.

Take advantage of your fans who already exist by sending out invitations and posting on your Facebook and Twitter feeds. Don't forget to like our Facebook page at [www.facebook.com/LondonFNO](http://www.facebook.com/LondonFNO) to get up-to-the-minute information on the initiative itself.

You can also make your store is part of the larger conversation by following us at [@BritishVogue](https://twitter.com/BritishVogue) and using the #FNO hash tag when tweeting. Please send any information, questions, or comments to [FNO2014@condenast.co.uk](mailto:FNO2014@condenast.co.uk)

**KEY DATES:**

**Website opens for brands to submit their plans: Monday 9<sup>th</sup> June 2014**

**Website closes for submission of brands' events: Monday 1<sup>st</sup> September 2014**