



Menswear Fall - Winter 2021-2022

Paris Fashion Week® Menswear starts today and will run until January 24th. 68 houses registered on the Official Calendar are taking part in the event in the form of digital events: recorded videos or livestreams. These recordings and filming, as well as the professional meetings that will take place, comply with the decisions taken by the public authorities and the health protocol that the Fédération de la Haute Couture et de la Mode has established based on the recommendations of the Paris Region Health Agency. As it does every season, the Federation also cooperates closely with the Préfecture de Police.

Digital set up

The Fédération de la Haute Couture et de la Mode is renewing its global digital system, which it is further expanding with new broadcast partnerships.

[Access the platform](#)

The Paris Fashion Week® platform, powered by Launchmetrics, will be accessible to the general public while retaining spaces reserved for professionals.

It will be structured around the following headings

- **Official Calendar:** it presents the video content of the brands registered on both shows and presentations calendars,
- **Insider:** magazine including interviews with designers, expert insights, zooms in (making of, behind the scenes...), brand contents, showrooms, press articles,
- **Events:** calendar gathering the digital events of the Houses and of cultural partners to follow during the week,
- **Partners:** section dedicated to their role and content,
- **Houses:** a space that brings together all the content of each house, general information and specific content accessible only to professionals.

Exclusively for the accredited medias (password required): Press releases, biographies, credits, notes of intent and contacts are available. Brands who wish to do so can also share their lookbooks and images free of rights.

- **SPHERE - PFW® Showroom -:** dedicated to emerging brands, it brings together this season: Arturo Obegero, Bluemarble, Boramy Viguier, Christoph Rumpf, EGONlab., LGN Louis-Gabriel Nouchi, Mansour Martin and Rier.

Paris Fashion Week® continues its partnerships with YouTube, Google, Canal +, The Asahi Shimbun, Instagram, Facebook and the main Chinese social networks, as well as the participation of The New York Times. New partnerships have also been established with CNN Style and Kommersant.

Paris Fashion Week® benefits from the continued support of DEFI, L'Oréal Paris and DS Automobiles, official partners.

[Complete PFW® informations](#)