

A partnership. Not just a logo.

A practical guide to finding your place in Calicut Fashion Week.

12-16 December 2026 · Calicut, Kerala



CONCEPT EDITORIAL / EXISTING CFW WEBSITE ASSET
Not a photograph of a previous CFW edition.

Built in Calicut. For Kerala. Connected to the world.

CFW brings fashion, talent, education, business and culture into one connected platform.

The founding edition takes place from 12-16 **December 2026 in Calicut / Kozhikode, Kerala**. A partnership should start with a shared purpose: who you want to reach, what you can contribute and what people should gain from the experience.

Shows & showcases

Explore relevant ways to present designers, collections and brands.

Learning & participation

Connect with education, emerging talent and useful creative experience.

Industry & community

Create space for conversations, introductions and collaboration.

Stories & visibility

Discuss appropriate content and editorial or commercial opportunities.

Not every partner needs the same package.

We will discuss the fit, responsibilities and deliverables before agreeing a scope.

CFW World's public launch is planned for November 2026. It is not required to enquire or participate in the current website journey. Digital features and launch timing remain subject to readiness.

Find the role that fits.

Begin with the contribution you can make, not an inventory of logo placements.

01 Programme partnerships

Support a relevant part of CFW: learning, creative participation, showcases or industry conversations. Define who it serves and the practical experience it makes possible.

02 Brand experiences

Explore an activation, exhibition or content-led experience with a clear purpose. Agree the audience, format, production needs, approvals and responsibilities.

03 In-kind collaboration

Contribute relevant production, technology, hospitality or other services through a defined scope and written agreement. Make the value and delivery obligations explicit.

A showcase enquiry is not automatically a sponsorship.

Brands, designers, retailers, institutions and service businesses can have different reasons to join CFW. We will route the conversation accordingly.

These are routes to discuss, not confirmed inventory, booked space or guaranteed benefits.

Make something useful happen.

Use these illustrative ideas to start a brief. None is an announced programme or available sponsorship slot.

LEARN

A practical studio

A relevant learning session that lets participants make, practise or understand something—not only watch a presentation.

Discuss facilitator, format, access, resources and evidence of participation.

DISCOVER

A collection story

A considered showcase that explains the work, material, craft or idea behind a collection.

Discuss imagery, display, creator credits and the visitor's next action.

CONNECT

A focused conversation

A small industry discussion or introduction built around a specific question and relevant people.

Discuss the purpose, invited contributors and how follow-up will work.

CREATE

A creative brief

An opportunity for suitable creatives to respond to a real project, with transparent requirements.

Discuss selection, compensation, rights, timing and deliverables.

A strong activation has a useful action at its centre: discover, learn, try, contribute, apply or connect. The format and scale come after the objective.

Bring us a purpose. We'll shape the fit.

Use this worksheet internally or send the answers in your enquiry. Early ideas are welcome; you do not need a complete proposal.

YOUR ORGANISATION / CONTACT

WHO WOULD YOU LIKE TO REACH?

WHAT SHOULD PEOPLE THINK, FEEL OR DO?

WHAT CAN YOU CONTRIBUTE? Funding, expertise, products, space or services.

WHAT PRESENCE WOULD BE USEFUL? Physical, content, learning or digital.

WHAT WOULD A SUCCESSFUL OUTCOME LOOK LIKE?

WHAT CONSTRAINTS SHOULD WE KNOW? Timing, approvals, resources or scope.

A starting budget can help scope the discussion, but this guide is not a price list. No payment or automatic commitment is created by sending an enquiry.

Make the scope clear on both sides.

The written scope should turn an attractive idea into something the teams can deliver.

AGREE

CLARIFY BEFORE CONFIRMATION

Purpose	Audience, objective and what participation should achieve.
Deliverables	Formats, dates, placements, quantities, production and responsible people.
Resources	Funding or in-kind value, availability, dependencies and commercial terms.
Approvals	Brand assets, content, production decisions and response deadlines.
Rights & access	Image/content permissions, creator credits, data use and any agreed exclusivity.
Follow-through	Contact ownership, agreed reporting and post-activity next steps.

Visibility is not the same as a guaranteed outcome.

Do not assume audience numbers, leads, coverage, exclusivity, selection or sales unless they are explicitly addressed in the agreed scope.

Editorial consideration, commercial advertising and partner credits should remain clearly distinguished. All partner names, marks and materials require approval for their intended use.

A clear next step. Not another account.

01 Tell us your interest

Share your name, a way to reach you, your organisation where relevant, and the opportunity you would like to discuss.

02 The right team reviews it

Your enquiry is routed by interest. It remains private to authorised CFW staff; it does not create a public profile or confirm participation.

03 Agree the next conversation

Discuss fit, requirements, available formats and any terms. Where useful, we develop a specific proposal together.

Useful questions to bring

Which audience is relevant to us?

What can we genuinely contribute?

Who will approve and deliver the activity?

What needs to be confirmed before we announce anything?

You can enquire without signing in. Downloading this guide or requesting an email copy is not a request for a sales call and does not automatically subscribe you to marketing.

What could we make possible together?

Tell us who you want to reach, what you can contribute and the kind of presence you want.

connect@calicutfashionweek.com

calicutfashionweek.com/partners

If online enquiries are not yet available, contact the team by email.

CALICUT FASHION WEEK 2026

12-16 December

Calicut / Kozhikode, Kerala

PARTNERSHIP & ACTIVATION GUIDE
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Formats shown are illustrative and subject to agreement. This guide is not a contract, rate card, confirmed programme schedule or guarantee of partnership availability. Confirm current details with the CFW team.