

FOR IMMEDIATE RELEASE

IMG ANNOUNCES PANDORA AS PRESENTING PARTNER OF AUSTRALIAN FASHION WEEK

SYDNEY [26 January 2024] – Today, IMG announced global jewellery powerhouse Pandora as presenting partner of Australian Fashion Week 2024. Australian Fashion Week presented by Pandora will bring together the industry’s most influential alongside fashion fans to celebrate the best of Australian design and creative talent. Australian Fashion Week will take place May 13 – 17, 2024 in Sydney.

Natalie Xenita, Vice President-Managing Director of IMG Fashion Events and Properties Asia-Pacific said: “We are thrilled to announce this first-of-its-kind partnership between Pandora and Australian Fashion Week, APAC’s only international fashion event. Together, we are proud to invest in Australian designers to ensure their continued economic success while amplifying on a global stage the cultural power of Australia’s creative talent.”

As the Official Jewellery Partner of Australian Fashion Week 2024, Pandora will host a series of activations on the official schedule including a runway show celebrating creativity and innovation featuring established and emerging designers as the official closing show on Friday 17 May at 8pm. Tickets will go on sale at australianfashionweek.com in February. Pandora’s global fashion partnerships also include Copenhagen Fashion Week and The Fashion Awards in London.

Mary-Carmen Gasco-Buisson, Chief Marketing Officer at Pandora said: “Pandora is extremely proud to be partnering with IMG for Australian Fashion Week as the inaugural presenting partner. As a brand that focuses on high quality craftsmanship, sustainability, innovation and self-expression, this partnership naturally aligns to our core brand values and ethos. We look forward to bringing our purpose of ‘giving a voice to people’s loves’ to life through a range of activations during the week including the Pandora Runway show that will feature exclusively Pandora jewellery on a selection of Australia’s best emerging and established designers.”

Australian Fashion Week is an IMG event supported by the New South Wales Government through its tourism and major events agency Destination NSW.

In addition to Pandora and Destination NSW, Australian Fashion Week is made possible through the support of Official Partners American Express, ALIVE, BYHEALTH, City of Sydney, David Jones, DHL, eBay, Glenfiddich, Porsche, Redken, S.Pellegrino, Simply Seated, SKYE Suites, The Volte and Wynns Coonawarra Estate.

The digital destination of Australian Fashion Week is australianfashionweek.com. Followers can also experience the best of Australian Fashion Week by following @ausfashionweek across Instagram and Facebook and @AUSFW on TikTok and Twitter and through the official event hashtag #australianfashionweek.

Please see Pandora brand imagery [here](#).

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ABOUT IMG

IMG is a global sports and culture company. It is a leader in rights management, multi-channel content production and distribution, consultancy and fan engagement; owns, produces and commercially

represents hundreds of live events and experiences; and manages licensing programs for the world's best-known brands and trademarks. IMG is a subsidiary of Endeavor, a global sports and entertainment company.

ABOUT PANDORA

Pandora is the world's largest jewellery brand. The company designs, manufactures and markets hand-finished jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries through more than 6,500 points of sale, including more than 2,500 concept stores. Headquartered in Copenhagen, Denmark, Pandora employs 32,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will purchase only recycled silver and gold for crafting its jewellery by 2025 and halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 26.5 billion (EUR 3.6 billion) in 2022.

Press Contacts

Jannon McCabe

IMG

jannon.mccabe@img.com

Anastasia Rose

NAC Media Group

ana@nacmedia-group.com

Lauren Batiste

Pandora

Lauren.Batiste@pandora.net