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[Home](#) > [Virgin Australia Becomes Naming Rights Partner of the Melbourne Fashion Festival](#)

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27 November 2013 | [Operations](#) <sup>[1]</sup>

## **Virgin Australia Becomes Naming Rights Partner of the Melbourne Fashion Festival** <sup>[2]</sup>

Virgin Australia today announced that it has become the Principal and Naming Rights Partner of the Melbourne Fashion Festival for the next three years.

The partnership will see the event be rebranded to the 'Virgin Australia Melbourne Fashion Festival', including a new logo and a joint sales and marketing program, designed to increase visitor numbers to the event through the airline's expansive domestic and international network.

The festival will be held over the month of March 2014, offering a diverse program of events to celebrate and inspire the fashion industry around Australia, from runways shows to cultural and business seminars.

Virgin Australia Chief Commercial Officer, Judith Crompton said the partnership represented a range of new opportunities for the airline, the festival and the tourism industry.

"We are delighted to partner with this iconic event, which shares our values of innovation, style and our commitment to fostering emerging and established local, Australian talent.

"As a full-service airline, we are uniquely placed to captivate new audiences in Australia and around the world, allowing us to further support tourism in Victoria and evolve the festival on the world stage.

"We are working closely with the festival to come up with new and unique ways to promote the events across our channels both in the air and on the ground. We look forward to welcoming the attendees on board next year", Ms Crompton said.

Melbourne Fashion Festival Chief Executive Officer, Graeme Lewsey said: "We are thrilled to be partnering with Virgin Australia, signalling the beginning of an exciting new chapter for the festival and the fashion industry.

"In 2013, the festival was attended by 377,000 people, the highest number in our 17 year history. This new partnership will further strengthen our tourism retail strategy, while working with one of the most innovative and inspiring brands in the world", Mr Lewsey said.

The 2014 festival highlights, campaign creative and website will be revealed at the forthcoming campaign launch event on the evening of Wednesday 4 December 2013.

Tickets will also be on sale to the general public from this date through Ticketek or online at [www.VAMFF.com.au](http://www.VAMFF.com.au) <sup>[3]</sup>. Sign up to the Festival's electronic newsletter to be the first to receive all the latest program updates and premium seating exclusives.

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#### **Links**

[1] <https://newsroom.virginaustralia.com/news/4>

[2] <https://newsroom.virginaustralia.com/release/virgin-australia-becomes-naming-rights-partner-melbourne-fashion-festival>

[3] <http://www.VAMFF.com.au>

[4] <http://twitter.com/share>