

SEOUL FASHION WEEK
2025 FW 2.5-9 @ DDP

PRESS

SEOUL FASHION WEEK 2025 F/W
PRESS REGISTRATION GUIDE



Intro

All Press participating in Seoul Fashion Week 2025 F/W and the trade show are required to register on-line for access pass.

This press registration applies only for access to designated areas (i.e. press room or red carpet). Fashion show seats require separate invitation by relevant designers.

**Press
Registration**

- Period : 9 AM on Jan. 6, 2025 until 12 AM on Jan. 19, 2025
- Registration : Register online via the Seoul Fashion Week website (seoulfashionweek.org)

* You must register in advance for the press registration.
(You can register for the press after logging in) When registering as a member, please fill out the media information and personal information accurately.

* Additional registration is unavailable after the registration period.
Please register within the registration period.

* For existing members, you can sign in and register right away.

- Note

: All press (already registered or visiting for the first time) must register personally as an individual – not as a company

* Fashion show seats require separate invitation by relevant designers.
Press pass does not guarantee entry to fashion shows.

Press Pass Issuance

- Approval of registration to be sent via email in the fourth week of January. (1/23 ~ 1/24)
- Press pass to be issued to approved media outlets on site during fashion week.
- * Please note that reporters who did not receive press approval emails within the period were excluded from the issue of press passes due to media values and other reasons.
- * Please make sure you keep your press pass in a safe place as we do not reissue extra copies.
- * Access to the press room is only available with a press pass.

Precautions for registering red carpet coverage

- If you want to cover red carpet, make sure to check the 'photo video reporter' item when pre-registering the press.
- The number of people entering red carpet is limited to a maximum of two people per medium (photo/video) only for press pass holders.
- It is limited to two people only for on-site entry, and there is no limit on the number of registered people for each medium in the case of pre-registration.
- In case of rain, it can be carried out by moving inside the spaces for fashion shows and events

Contact

- Event planner (The Worx) ✉ theworxcom@naver.com
- Public relations (The Opening Company) ✉ theopening@kakao.com
- Host (SMG) ✉ sfwinfo@seoul.go.kr