

# Prague buckles up for Bata Fashion Weekend 2019

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Prague, the historic capital of the Czech Republic, is to host the Bata Fashion Weekend 2019. This year, as the brand also celebrates its 125-year anniversary, the event will take place on 12-14 April at Žofín Palace.



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Bata Fashion Weekends always feature catwalk shows, exhibitions, great stories from history to the future and much more. This is the second time that Prague has hosted the event. Bata representatives, celebrities and designers from all over the world are expected to attend. The public can also join, and entry is free.

This year's Bata Fashion Weekend is expected to be doubly special. Not only will the event feature its usual high energy performances and catwalk shows, but the brand will also celebrate its 125th anniversary.

Bata's Head of Global Marketing, Jana Chadova Barbati explains the theme of the event this year: "After the themes of 'The Essence of Style' in 2017 and 'The Sound of Style' in 2018, 2019 will all be about 'The Evolution of Style'. Evolution represents the Bata brand, connecting its roots and showing that brands with a strong heritage and with such a long history can indeed be modern, fresh, innovative and dynamic."

As well as a range of events, including a fashion show, Bata Fashion Weekend will also see the announcement of the winners of the Bata Young Designers' Challenge 2019. This is a competition which sees the most exciting design students from three participating countries – the

Czech Republic, Italy and Kenya – competing to find out whose designs will be chosen to be put in production and sold in selected Bata stores globally.

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