

m studios

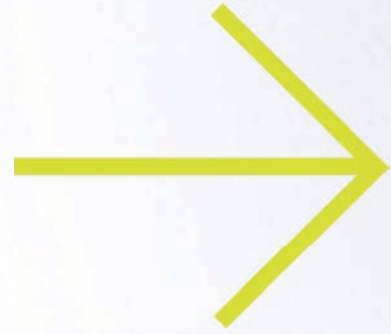
SCENES

AW/22

MEDIA DAY INTRODUCTION
2-2022

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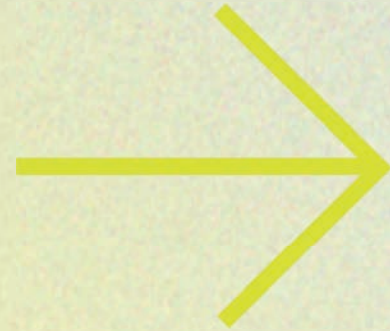


Miltton House is a creative hub and a place for interesting and thought-provoking encounters located in a historic building in the heart of Helsinki's Kallio district. It provides an open platform and a coworking community, creating new ways of thinking by bringing together 350+ communication and marketing professionals from all over the world and all walks of life. The house also functions as a — dare we say it — impressive venue for various events.

Miltton Studios is a carefully curated PR platform with sharp market insights and top-notch media relations. Whether you're looking for consultancy, sailing through the rocky waters of a societal dilemma, or looking to make an impact through influencers, we have the curiosity, the expertise, and the resources to carry out any challenge in business.

We always meet people with an open mind and our hearts full. We take great care to examine the needs of our clients. If one path doesn't work, we quickly steer our way towards a brighter horizon, and together we can generate results and add value. Some say we here at Miltton are crafty like a fox, but we like to think we're grounded like a chameleon — we change the colors to find the right moods, while always maintaining a sense of community.





SO, WHAT'S THE DEAL WITH MEDIA DAY?

Scenes AW22 Media Day will be held on the 27th of April at Miltton House. You'll be mingling with top people from the most interesting brands, and diving headfirst into the best in fashion, interior design, lifestyle, and food and drink that Finland has to offer. (Nervous? Don't be!)

For this Media Day we'll be bringing together journalists, influencers, and special guests to celebrate differences, new ideas, cool trends, and interesting phenomena. Dress to impress, but don't stress. The price of admission to this highly anticipated event is simply an invitation and to be your truest self.

CONCEPT

TAKE IT TO THE STREETS

miltton

What's the big idea?

ELECTRIC AVENUE

CALLING ALL SCENEESTERS

CONCRETE

JUNGLE

In 2022 Miltton Scenes goes to the street

To introduce our customers to new products, new collections, new phenomena, and new services.

Every street has the potential to lead to new ideas, new adventures, and new avenues of thought. Around every corner could be the next big idea. It's time to be bold and tap into that cool, calm, organized chaos that city streets hold.

Think kinetic thoughts, living in the moment, manifesting your own reality through fashion, tech, and more. Think about all the spices on the rack and all the flavours your tongue can imagine, with restaurants and vendors galore. Think about the beat of the streets beneath your feet as you defeat the old and obsolete.

Think Basquiat and Kerouac. Avedon and Jannson. Kahlo and Warhol. Jobs and Chanel. But most importantly, think outside the box. Because the only limits are the ones you give yourself.

Think of Miltton Scenes 22 as the time between haircuts. Where you can go back to what you've done before... or you dare to try something new.

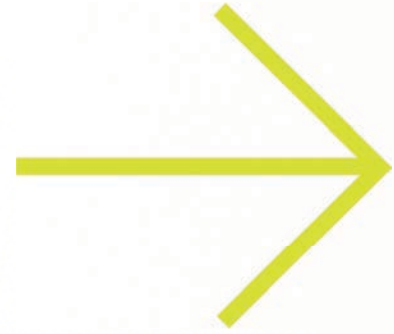
→ TIME AND PLACE

The media day event will be in our spacious event space Tori, where we have hosted our previous media days.

WEDNESDAY 27TH OF APRIL.

9 AM – 5 PM.





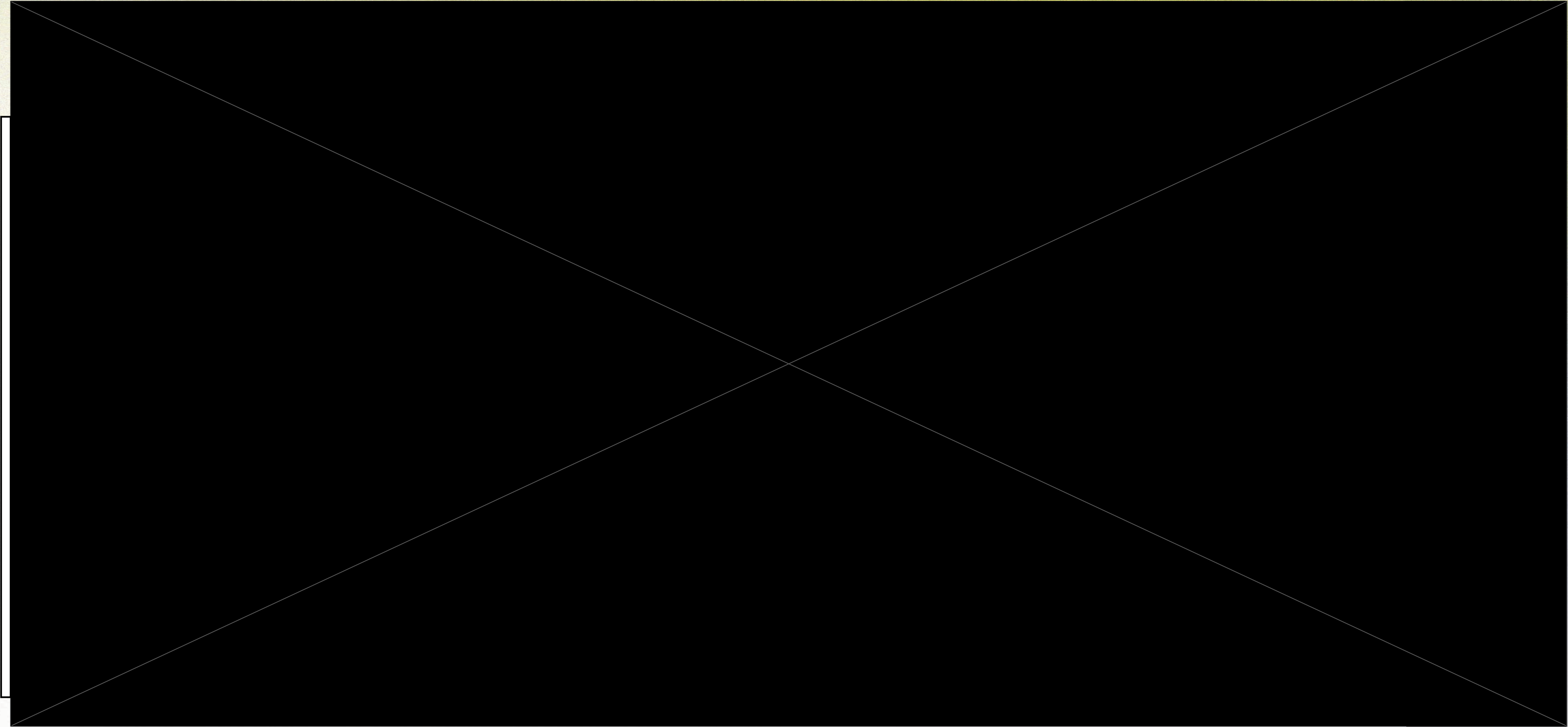
HOW TO PARTICIPATE?

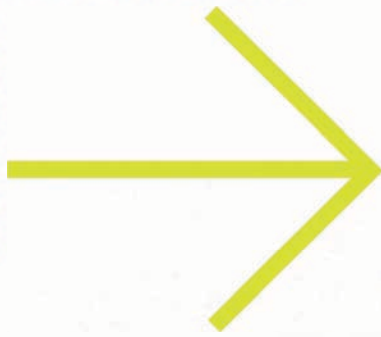
What we need from you:

1. Products and instructions for the set up
2. Digital files such as images, product prices, background materials and lookbooks
3. Other possible materials

How can you as a client be part of the media day:

Clients are also welcome to visit Miltton's media day at an agreed time. All participating brands can also build and finalize their set ups themselves at the agreed time.



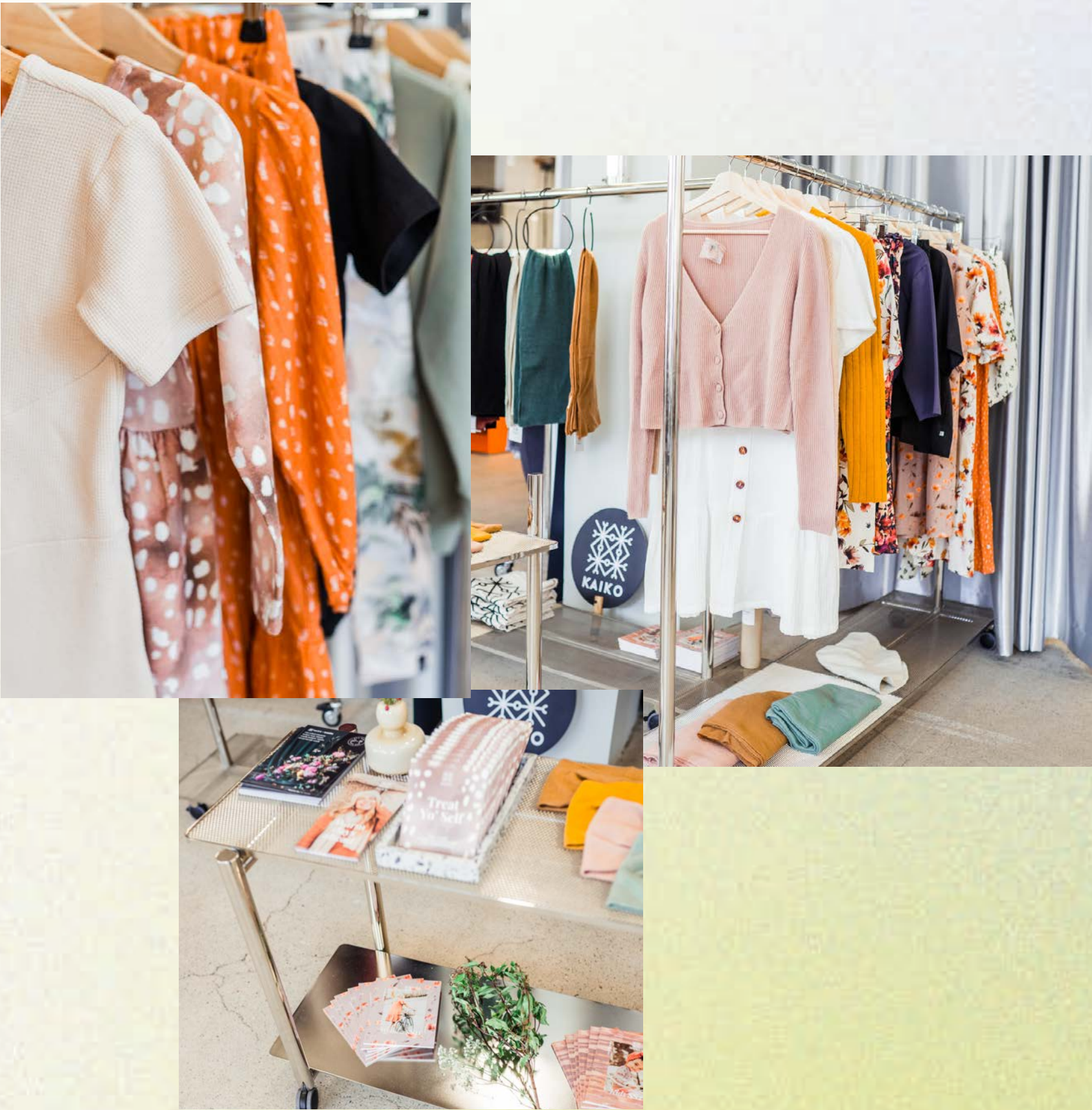


SET UP EXAMPLES

SMALL PACKAGE



MEDIUM PACKAGE

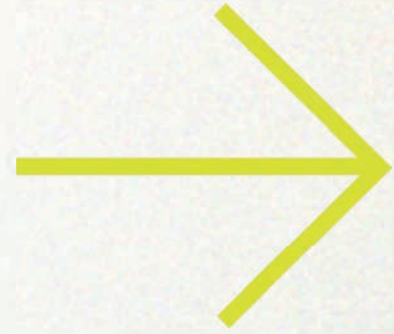


LARGE PACKAGE



MOOD BOARD





PRELIMINARY TIMETABLE

WEEK 13 Save-the-date

WEEK 14-15 Invitation send-out

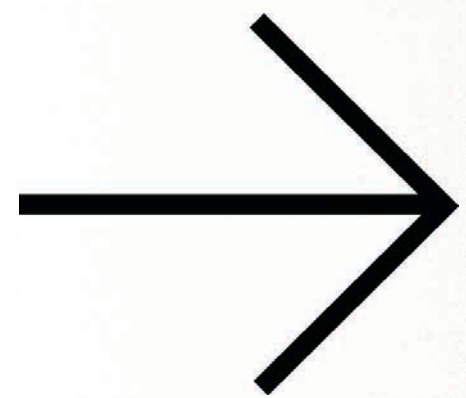
WEEK 15-17 Personalized follow-ups

WEEK 16 Products and materials to Miltton

WEEK 17 Event day

WEEK 20 Compilation or report from the event

thank you!



Jenny Åkerfeldt
Miltton Studios Manager,
PR & Influencer Advisor