



BIRKENSTOCK®

FALL/WINTER 2021 PRESS PREVIEW

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EVENT OVERVIEW

BIRKENSTOCK hosted a media and influencer preview to reveal its FW21 collection. The press day took place at the Aspen Ski Chalet, Kempinski Hotel on 26 October 2021, from 4pm-9pm allowing editors, influencers and friends of the brand to visit at their own convenience.

The chalet had been transformed into a viewing gallery, featuring key styles from the FW21 collection showcased across the two-storey chalet. Guests were personally welcomed by a member of The Qode, and offered a one-on-one walk through the collection, highlighting key elements and styles.

The space flaunted views of Dubai's iconic ski slope, complemented by additional activations such as a tote-bag customization station, live-bracelet-riveting station and two hand & foot massage therapists, for an interactive and fully immersive experience. F&B included pass-around canapes, sparkling wine, fresh juices and a rich hot chocolate.

Everyone who attended was pre-gifted a pair of footwear from the new collection ahead of the event and was encouraged to wear them to the event. Upon leaving, guests received a DIY hot-chocolate kit with branded BIRKENSTOCK mugs.

[Please click here to view all social media coverage from the press preview.](#)



YOU ARE INVITED

**Cozy up with shearling
Birkenstocks this Fall/Winter**

• **Tuesday, 26th October 2021** •

4:00 - 9:00 PM

At The Aspen Ski Chalet,
Kempinski Hotel, Mall Of The Emirates

RSVP priyanka@theqode.com

BIRKENSTOCK®
f @BIRKENSTOCKME





PRESS ATTENDANCE

TOTAL ATTENDANCE: 57

MEDIA: 13

INFLUENCERS: 44

PRESS

FIRST NAME	LAST NAME	PUBLICATION	TITLE
Carmel	Harrison	Elle Arabia, Sayidaty, Hia, Jamalouki	Freelance Stylist
Chloe	Bosher	Elle Arabia, Sayidaty, Hia, Jamalouki	Freelance Stylist
Claire	Carruthers	Vogue Arabia	Fashion Editor
Ghena	Arnaout	Sayidaty	Editor
Jessica	A	Harper's Bazaar Arabia	Deputy Editor
Josephine		Mille World	Features Writer
Noor	Alazzawi	GQ ME	Fashion Editor
Rukaiya	Shabir	Grazia ME	Features Writer
Sammar		Mojeh	Publisher
Sanika	Tipnis	Savoir Flair	Online Editor
Sarah	Joseph	Emirates Woman	Online Editor
Sima	Malouf	Haya / Marie Claire Arabia	Fashion Editor
Youssr		Mille World	Features Writer

INFLUENCERS

FIRST NAME	LAST NAME	INSTAGRAM	FOLLOWERS
Abdulla	Elmaz	https://www.instagram.com/abdullaelmaz/	58.4K
Adonis	Herrod	https://www.instagram.com/adonisserrod/	3.8k
Ahmed	Fareed	https://www.instagram.com/a7mdf_/	57k
Alexis	Mahdavi	https://www.instagram.com/alexismahdavi/	29.3k
Anna	Khan	https://www.instagram.com/annakhan25/	32.1K
Avantika	Mohan	https://www.instagram.com/avantii2/	209k
Balencitara		https://www.instagram.com/balencitara/	59.7K
Basil	Al Hadi	https://www.instagram.com/karrouhat/	21.7K
Chaza		https://www.instagram.com/dimaandchaza/	74.5K
Cheb	Moha	https://www.instagram.com/chebmoha/	31.5K
Danara		https://www.instagram.com/zdanara/	193K
Danny	Aridi	https://www.instagram.com/dannyaridi/	28.5K
Dima		https://www.instagram.com/dimaandchaza/	74.5K
Dr. Azra		https://www.instagram.com/dr.azra/	135K
Durjoy	Dutta	https://www.instagram.com/durjoydatta/	500K
Emile	Zarife	https://www.instagram.com/ana_sharqi/	40.2k
Farouq	Jabri	https://www.instagram.com/faruqjofficial/	70.7K
Georges	Kallab	https://www.instagram.com/georgeskb/?hl=en	52.4K
Gulezahra	Mirza	https://www.instagram.com/gulezahra.mirza/	110K
Haifa	Arora	https://www.instagram.com/haifazakariaa/?hl=en	63.1K
Hassia		https://www.instagram.com/discoverwithassia/	115k
Hoda		https://www.instagram.com/moodlamode/	28k

INFLUENCERS

FIRST NAME	LAST NAME	INSTAGRAM	FOLLOWERS
Irene	Steel	https://www.instagram.com/irenesteelestyle/	15.1k
Lara	Gedah	https://www.instagram.com/larashappywork/	99.4k
Marie	Boshra	https://www.instagram.com/marie.boshra/	151k
Mashaad		https://www.instagram.com/daakiya/?hl=en	12.3k
Muroj	Saadi	https://www.instagram.com/murojsaadi/	64.1K
Nicole	Majdalany	https://www.instagram.com/nicole_ontrend/	456K
Nur		https://www.instagram.com/nurao/	234K
Oumayma	Elboumeshouli	https://www.instagram.com/oumaymaboumeshouli/	221K
Rasha	Al beik	https://www.instagram.com/rasha_albeick/	514K
Reya	Sajnani	https://www.instagram.com/reya_s/	50.5K
Sadaf	Khan	https://www.instagram.com/sadafjkhan/	32.2K
Saira	Farahat	https://www.instagram.com/fashky/	11.3k
Sarah	Gharbia	https://www.instagram.com/sarah_gharbia/	186K
Shahreen	Zahid	https://www.instagram.com/shazyzahid/	35.8K
Sonya		https://www.instagram.com/s.o.n.y.a.official/	17k
Tamara	Alfadi	https://www.instagram.com/tamara_alfadi/	503k
Virdah	Javed	https://www.instagram.com/mom_in_dubai/	139K
Yasmine		https://www.instagram.com/stylishdubaians/	87.2K
Yusra	Safwat	https://www.instagram.com/yusra_safwat/	135K
Zahirah	Marty	https://www.instagram.com/mrszahmarty/	25.8k
Zena	Louay	https://www.instagram.com/zena_louay/	788K
Zeynab	El-Helw	https://www.instagram.com/zeynabelhelw/	2.3M

LEARNINGS & FEEDBACK

POSITIVE

The FW21 collection was very well received by all guests who attended the event. The shearling styles proved to be a favourite amongst most editors and influencers.

The layout, décor and format of the event was positively received, and guests were very impressed with the additional activations. The massage stations that enjoyed views of the ski slope were a great addition to the event, offering guests the opportunity to also experience the brand's skincare essentials first-hand.

Gifting editors and influencers in advance encouraged them to attend the event wearing their pair of gifted footwear.

CONSTRUCTIVE

The venue, however seemed very difficult for guests to find, given the lack of visual communication (within the hotel) to guide them to the event space. A lot of attendees weren't familiar with the ski chalets and expressed that it was slightly challenging to locate the exact chalet, despite all details being shared in advance

The marketing and social media teams of other Apparel Group brands such as LC Waikiki and 6th Street were present during the event and were constantly interacting with the influencers. This is not ideal as the influencers were invited for a BIRKENSTOCK press day and expressed interest given their personal appreciation for the brand. Additionally, team members were seen also asking key influencers for their Instagram handles, which comes across as unprofessional – as these influencers were invited by (and regularly work with) The Qode, and being key social media personalities, would take offense for not being recognized



THANK YOU!

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