Bata Organizes Annual International Fashion Weekend in Prague

New designs and collections unveiled, brand manifesto launched
Bangkok, THAILAND: From April 21 to 23, 2017, the international footwear manufacturer Bata hosted its annual Fashion Weekend in Prague, Czech Republic. Every year this event attracts a veritable who is who from the fashion and lifestyle industries, as well as media from around the world that are eager to feature the brand's newest collections and innovative designs.
The weekend from April 21 to 23, 2017, was action-packed, full of fashion and fun for Bata and their guests from around the world. It started with a public event at La Fabrika, one of Prague's most classy venues. There guests had a chance to see Bata's most-loved collections, watch how certain shoe models are made by hand, participate in creative workshops and interact with the company's brand ambassadors such as Andrea Serna from Colombia, Karina Rivera from Peru, Terezie Kovalova and Tonya Graves, both from the Czech Republic.
The evening event on April 22 made up the highlight of the weekend with a state-of-the-art fashion show that flaunted all the newest designs and styles and ways they can be combined with this season's trendy looks. Furthermore, Bata launched its global brand manifesto #ComfortableWithIt and honored Adam Kost and Linda Zabilková, the two winners of its first Young Designer Challenge. But this was by far not all. Among several other surprises throughout the evening, Czech hit-singer Tonya Graves performed her newest song "Me", giving the audience goosebumps and making sure they all got the full Bata experience at the 2017 Fashion Show.

"We are thrilled to have hosted the Bata Fashion Show once again and were happy to welcome both local and international guests. We were particularly excited that that Khun Kai Kusuma Chaiyaporn Editor-in-Chief from L'Officiel Thailand and Khun Guitar Patinya Kyokong Fashion Editor from Marie Claire will be accompanying us to Prague as VIP guests. This was a great opportunity to share Bata's unique style and our newest collections with them in Bata's home country," says Mr. Guntanit Premjaisuk, Marketing Manager Bata Thailand.

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About Bata Group:
Founded in 1894, The Bata Shoe Organization is one of the world's leading manufacturers and retailers of quality footwear. With over 30,000 employees, 24 production facilities, 5,000 international retail stores, and a presence in over 70 countries.