

Case study

Boozt Media Partnership x CPHFW
Boozt Event Placement





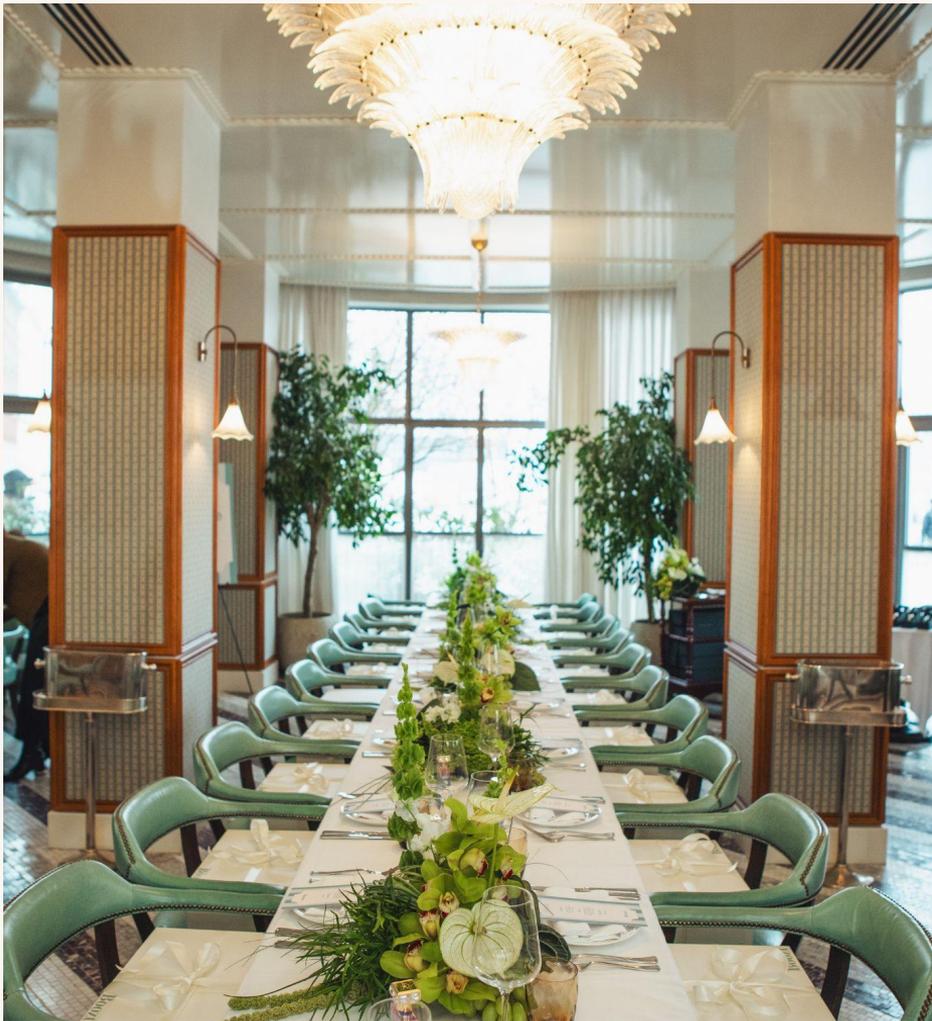
An exclusive lunch during Copenhagen Fashion Week

where Fashion, Beauty, and networking come together

Partners

MAGINISTA ROJA PARFUMS EDBLAD
STUDIO FEDER SUSANNE KAUFMANN™ DW LANCÔME
Daniel Wellington PARIS

Boozt MEDIA PARTNERSHIP



Boozt x CPHFW Event placement

Copenhagen Fashion Week is more than just shows and trends—it is a platform for connections and collaborations. During Copenhagen Fashion Week, Boozt gathered 21 exclusive influencers from Denmark, Sweden, and the Baltics for an inspiring lunch, where fashion, beauty, and accessories took center stage. Our goal was to create a space for genuine connections, allowing our guests to experience some of our most iconic brands up close.

With a carefully curated guest list of leading figures within fashion and beauty, the lunch became a celebration of style, elegance, and innovation. Our guests had the opportunity to immerse themselves in the unique worlds of **Lancôme, Maginista, Roja, Edblad, Daniel Wellington, Susanne Kaufmann, and Studio Feder**, each contributing to shaping today's trends.

Boozt x CPHFW Event placement

The event successfully achieved high reach and great visibility on social media.
The posts and stories reached a total of 189M across the 7 partners, generating
33K likes, 245 comments, and an earned media value of 1.7M SEK.

Lancôme

Content: 4 posts, 11 stories
Reach: 191,410
Earned media value: 216K SEK

Roja

Content: 2 posts, 21 stories
Reach: 255,456
Earned media value: 434K SEK

Maginista

Content: 1 post, 5 stories
Reach: 95,490
Earned media value: 98K SEK

Edblad

Content: 4 stories
Reach: 62,280
Earned media value: 86K SEK

Studio Feder

Content: 3 stories
Reach: 43,590
Earned media value: 56K SEK

Daniel Wellington

Content: 1 post, 4 stories
Reach: 75,282
Earned media value: 129K SEK

Susanne Kaufmann

Content: 2 posts, 4 stories
Reach: 75,780
Earned media value: 121K SEK

Boozt x CPHFW Event placement

Time spend on brandwall

As a result of the influencer posts, the avg. time spend on brandwall increased up to 42% for the partners*

3m 01s

Avg. time spend

Gross sales

Even though sales wasn't the KPI for the event placement, the Gross sales increased up to 11% vs. the period before*

+11%

Gross sales

On site traffic

The number of brandwall pageviews increased up to 20% and the number of PDP views increased up to 19%*

+20%

Brandwall pageviews

Boozt x CPHFW
Event placement



STUDIO FEDER



LANCÔME
PARIS



DW
Daniel Wellington



EDBLAD



SUSANNE KAUFMANN™



MAGINISTA



ROJA PARFUMS

Boozt x CPHFW Event placement

Interested in hearing more?

If you're looking to elevate your brand and product awareness, or simply want to learn more about event placement for future occasions, don't hesitate to reach out to our sales representatives.

A meeting with the activation team will be scheduled upon agreement.

Let's work together to take your brand to new heights and create memorable experiences that resonate with your audience!

