



PARIS

# FETISH WEEK

BY **DEMONIA**

2<sup>ND</sup> EDITION

**BECOME AN  
EXHIBITOR**

**24 TO 26 OCT. 2024**

@fetishweek

[fetishweek@demonia.com](mailto:fetishweek@demonia.com)

<https://fetishweek.paris/>



# KEY FIGURES

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3500  
participants

50  
artists

50  
volunteers

110  
partner  
shops

20  
instructors



# BECOME AN EXHIBITOR



**ACCESS TO  
NEW  
CUSTOMERS**



**DISPLAY YOUR  
PRODUCTS IN A  
SPACE THAT  
REFLECTS YOUR  
IMAGE**



**OPPORTUNITY  
TO CREATE  
BOUNDS**



# SUMMARY

## 1 PARIS FETISH WEEK

- CONCEPT
- WHAT PEOPLE SAY

## 2 PROGRAMMING

- FETISH MARKET
- THE PARTIES

## 3 EXHIBITORS

- YOUR ADVANTAGES
- OUR EXPECTATIONS

## 4 MEDIA EXPOSURE

- ACTIVE SOCIAL MEDIAS
- THE PRESS PARTNERS





# PARIS FETISH WEEK



# CONCEPT

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By organizing an event of this magnitude, we contribute to democratizing fetish practices and combating the stigmatization of the community. By providing a space where people can express themselves freely without judgment, we encourage acceptance and mutual understanding.

Our commitment is reflected in the promotion of healthy practices, emphasizing consent and safety, so that everyone can explore their sexual identity in a fulfilling and respectful manner.



# WHAT PEOPLE SAY

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**Le Parisien**

"Fetish Week : A dive into the week of fetish fashion"

**Le Parisien Étudiant**

"A space for discussion and exploration, (...) raising participants' awareness of different practices, (...) creating bonds by enabling people from the same community to meet up, and encouraging participants' personal development."

**PARIS  
BOUGE  
.COM**

"Démonia, a leader in the field of fetish and BDSM for thirty years, and already at the roots of the Nuits Démonia, large-scale parties which for thirty years have brought together over 1,500 participants each edition, is thinking even bigger by launching the Paris Fetish Week, the first French event dedicated to fetish and BDSM."

**actu.fr**

*"From a distance, it looks like a classic trade fair. Colours everywhere, different materials and textures. A soft musical background. But when you get closer, and look more closely, you realise that this delicacy hides a rougher side."*

**LE FIGARO**

*"As well as selling accessories and toys, workshops will be held, to learn how to "build your archetype in world of BDSM", or how to handle a whip correctly."*





# 2 PROGRAMMING



# THE FETISH MARKET

For this second edition of the Paris Fetish Week, artists, creators, authors, partners and many others are in the spotlight, offering the community a moment to meet, share and connect between enthusiasts and new followers.

The Paris Fetish Week consists of a 3-day Fetish Market, many evening events and more surprises





# DOCUMENTARY PROJECTION



**JEAN-ARMAND BOURGREILLE**  
Director



**MARC SALVATI**  
Interpret



**RONAN CHASTELLIER**  
Sociologist



**YOSHIDA YOI**  
Protagonist



**MISTRESS HINAKO**  
Protagonist

# LITERARY AREA



**Gala Fur**  
Author



**Yxes**  
Author



**Olivia Benhamou**  
Author



**Christophe Bier**  
Author



**Alda Mantis**  
Author



**Clarissa Rivière**  
Author



**Chloé Saffy**  
Author



**Octavie Delvau**  
Author



# WORKSHOPS 2023



**AXELLE DE SADE ET  
JOSEPH LING**  
Fortuna, casino lubrique



**DIANE KILLER**  
Needle Play



**EROS**  
Fetish Writing



**AMAURY GRISEL ET  
FRANCKIE VEGA**  
Facerope



**FLOZIF**  
Plus de cordes



**AXELLE DE SADE**  
Construire son archétype dans le  
BDSM



**S'IEL TE PLAIT**  
Mots pour maux



**NESS HARPER**  
Maniement du fouet

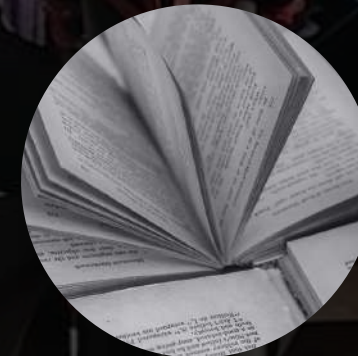
# ARTISTIC PERFORMANCES



**MERE DRAGON**  
Shibari



**DIANE KILLER**  
Needle play



**EROS**  
Prescr'ptions



**NESS HARPER**  
Maniement du fouet



**S'IEL TE PLAIT**  
L'écrivainpudique



# THE PARTIES

Throughout Fetish Week, several events will take place, starting with the Opening Party, followed by a pre-party the next day. Finally, the Fetish Week will end with the Nuit Démonia, the largest fetish party in France.

24  
oct.



OPENING PARTY

25  
oct.



BDSM PARTY

26  
oct.



NUIT DEMONIA







# **3** EXHIBITOR



# YOUR ADVANTAGES



## COMMUNITY BUILDING

You will be announced as present on the Fetish Market and during the parties.



## TARGET AUDIENCE

Showcase your creations to a passionate audience



## NEW CUSTOMERS

Access to new customers by meeting prospects and potential buyers



## CREATE BONDS

Make professional opportunities possible by creating a privileged link with partner companies



## STAND

Display your products in a space that reflects your image.





## PRESS

Benefit from press coverage of the event



## VISIBILITY

Increased national & international visibility



## NEWSLETTER

Communication based on mailing to over 45,000 people



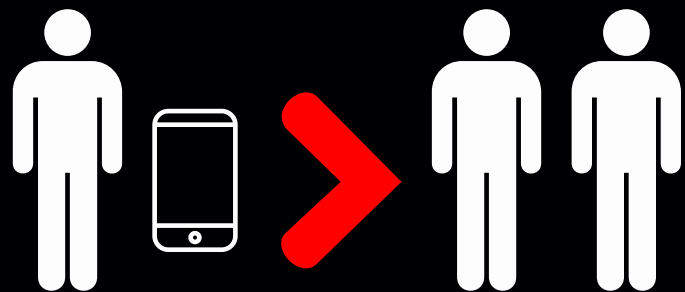
## WEBSITE

Appearance of your photo and social network on our Fetish Week website

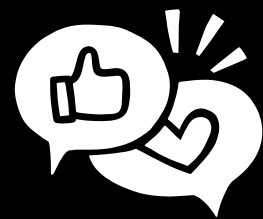


# OUR EXPECTATION

## TAKE AN ACTIVE PART IN FETISH WEEK



Announcing your presence  
and sharing your best know-  
how

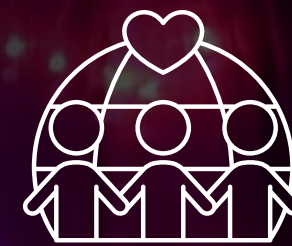


Promote Fetish  
Week on your  
networks

## ADHERE TO FETISH WEEK ETHICS



Providing a  
cultural and  
societal vision of  
BDSM



Promoting  
acceptance and  
benevolence



Promoting the  
values of BDSM  
and fetishism





# **4 MEDIA EXPOSURE**



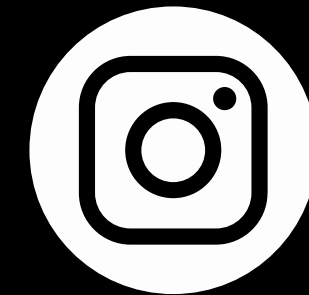
# FETISH WEEK SOCIAL MEDIAS



FACEBOOK

**19,2K followers**

Démonia's ecosystem  
gathers  
+ de 40 000  
followers



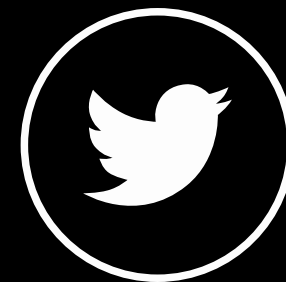
INSTAGRAM

**23,5K followers**



NEWSLETTER

**+ 50k data base**  
Opening rate **20%**



X (TWITTER)

**2,8K followers**



WEBSITE

**203K visitors**  
(Fetish week 2023 until today)



# THE PRESS PARTNERS

The press partners play a crucial role in conveying a message that raises public awareness to the values of the Fetish/BDSM community. It promotes understanding and helps to encourage a healthy, consensual approach to these activities. Thanks to these medias, BDSM and fetishism are no longer perceived as taboos or perversions, but as legitimate, respectful and enriching sexual practices.



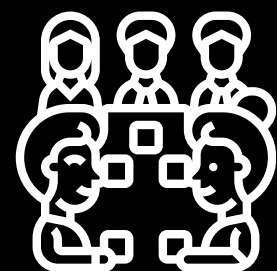
More than  
**45**  
medias





# STAND

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If you're interested in sharing your know-how and craftsmanship

**CONTACT US**

We'll send you the price list



# CONTACTS

## CONTACT US

### GENERAL MANAGER

Jim

[jim@demonia.com](mailto:jim@demonia.com)

### REGIONAL MANAGER

Joris

[joris@demonia.com](mailto:joris@demonia.com)

### COMMUNICATION

Dylan

[ddagnicourt@demonia.com](mailto:ddagnicourt@demonia.com)

### EVENT DEPARTMENT

Chloé

[clorion@demonia.com](mailto:clorion@demonia.com)

Charlotte

[cguidouxvareilhes@demonia.com](mailto:cguidouxvareilhes@demonia.com)

## OUR SOCIAL MEIDAS

 @fetishweek

 [fetishweek@demonia.com](mailto:fetishweek@demonia.com)

 <https://fetishweek.paris/>