



THE BUREAU FASHION WEEK – DALLAS, TX EDITION

FIRST-TIME GUEST GUIDE

DATES & VENUE: October 23–26, 2025 · The Statler

Produced by The Bureau— official producers of New York Fashion Week, Los Angeles Fashion Week, Paris Fashion Week, and Miami Swim Week.

WELCOME TO YOUR FIRST FASHION WEEK

Attending Fashion Week for the first time can feel overwhelming, but this guide is designed to walk you through every step. From what to wear, to when to arrive, to how to make the most of your ticket, we'll ensure your first Fashion Week experience is seamless, exciting, and unforgettable.

This guide will walk you through what to expect, how to prepare, and why tickets are selling fast.

“ ⚡ Most Fashion Week shows are **invite-only**. The Bureau is one of the few producers offering ticketed access — this is your chance to be part of it.”

[RESERVE MY SEAT](#)





WHAT TO EXPECT

- *Red-carpet arrivals with photographers capturing the moment.*
- *Immersive runway shows featuring designers from around the world.*
- *A mix of press, influencers, celebrities, and passionate fashion lovers.*
- *Networking opportunities at The Statler and the official after-party.*

Secure Your Experience Now

WHAT SHOULD I WEAR?

Think chic, bold, and fashion-forward. Fashion Week is your moment to shine:

- GA → elevated cocktail attire
- VIP → statement pieces, red carpet chic
- Ultra VIP → black-tie glamour

 Pro tip: Arrive photo-ready — the cameras will be waiting.





WHEN SHOULD I ARRIVE?

Arrive at least 30 minutes early. VIP and Ultra VIP ticket holders enjoy expedited check-in and access to dedicated lines. Arriving early not only secures your seat but allows you to take in the pre-show atmosphere and photo opportunities.

- Ultra/VIP's: (1) One hour prior for open bar.
- GA: Recommend arriving 30 minutes early, as doors open 15 minutes prior to show time.

✨ The energy builds before the first model walks — don't miss it.

UNDERSTANDING TICKET OPTIONS

Key Differences at a Glance

- **Weekend Passes** = multiple days, bundled perks (After Parties, Lounges, Gifts, Hotel for Ultra VIP).
- **Individual Tickets** = one show only, lighter perks, good for first-time guests who want a taste.
- **Ultra VIP Weekend Pass** = best seats + backstage + access to designers.
- **VIP** = strong seating with red carpet + lounge access.
- **GA** = best entry-level option with guaranteed runway access.

⚡ Tickets range from **\$80 – \$6,400**. Prices rise as the event gets closer.



AFTERPAY

Flexible Payment Options

Split your purchase into easy, interest-free payments with Afterpay.



TICKET PROTECTION

Purchase with Peace of Mind

Add Ticket Protection at checkout for a full refund in case of covered emergencies.



TRANSFERRABLE TICKET

Plans Change? No Problem.

Easily transfer your ticket to a friend or family member at no extra cost.

WEEKEND PASS TICKET GUIDE

Ticket Type	Price (Presale)	Seating	Perks
Ultra VIP Weekend Pass	\$4,399 /pp	VIP Front Row	Backstage Access, Meet & Greet, Luxury Accommodations at The Joule, Transportation, VIP After Party + 2 Guests, VVIP Gift Bag
VIP Weekend Pass	\$2,590 /pp	VIP Front Row	Access to VIP Lounge, Official After Party, VIP Gift Bag
GA Weekend Pass	\$1,550 /pp	Priority Rows 2–6	Access to VIP Lounge, Gift Bag

👉 Weekend passes sell out first. Secure yours before pricing increases.

[SECURE MY WEEKEND PASS](#)

INDIVIDUAL SHOW TICKET GUIDE

Ticket Type	Price (Presale)	Seating	Perks
Front row VIP	\$181.75 /pp	VIP Front Row	Access to VIP Lounge, Open Bar, Red Carpet Access
General Admission (GA)	\$81.75 /pp	Rows 2–6	Rows 2–6

✨ Perfect for first-time guests who want a taste of Fashion Week without the full weekend.

[CHOOSE MY SHOW](#)

NOT SURE WHICH TICKET IS RIGHT FOR YOU?

- “I want the *once-in-a-lifetime, all-inclusive fashion experience*” → **Ultra VIP Weekend Pass**
- “I want the *red carpet + after party + front row seating*” → **VIP Weekend Pass**
- “I want the *best entry-level experience*” → **GA Individual Ticket**

👉 Seats are limited. Prices increase as we get closer to October 23.

[SECURE YOUR EXPERIENCE NOW](#)

YOUR FIRST FASHION WEEK AWAITS

Don't miss the chance to step into the world of global fashion.

 Tickets are selling fast — GA nearly gone, VIP next to sell out.

 Lock in your presale pricing today.

[RESERVE MY SEAT](#)