

GRAPHIC PASS

Accreditation Requirements

1. Purpose of the GRAPHIC

The GRAPHIC pass is intended for photographers, camera operators, audiovisual technicians and production staff who work directly for, or are commissioned by, a media outlet to carry out professional image capture (photography and video) for informational purposes.

Photographers and audiovisual production companies working for brands, designers or exhibiting companies may apply for a single-event GRAPHIC pass, provided they submit documentation that clearly proves the professional assignment.

This pass is NOT intended for influencers, bloggers or commercial content creators.

2. Access Included

The GRAPHIC pass grants access to:

- Designated technical areas for image capture during Fashion Shows (except for shows with restricted access at the designer's discretion)
- Kissing Room
- Trade Show
- Press Room

3. Mandatory Documentation

Applicants must submit at least one of the following documents, always linked to their role as a graphic professional:

- Valid professional press card for graphic media, issued within the last 4 years by a nationally or internationally recognised association
- Recent publications with photographic or audiovisual credits
- Media masthead listing the applicant as a photographer
- Official media website where the applicant is listed as a photographer, camera operator or technical crew member.
- Official letter from the media outlet or production company, on letterhead and with original stamp, signed by the editorial or production manager. The letter must clearly state that the applicant is assigned to cover Barcelona Bridal Fashion Week as a photographer, camera operator or technician.
- Official corporate ID from the media outlet stating the applicant's name, position and validity date, clearly demonstrating an active professional relationship with the editorial or news department.
- Professional certification: recent professional records or documents proving ongoing graphic work for media outlets.
- Photographers and audiovisual production companies working for brands, designers or exhibiting companies must submit an official document from the

client (work order, contract, signed briefing or letter on letterhead) explicitly confirming the professional assignment to cover Barcelona Bridal Fashion Week. **Only with this documentation may they apply for a single-event GRAPHIC pass.**

4. Specific Restrictions

GRAPHIC accreditation will not be granted to:

- Individuals without verifiable publications or without a proven link to a media outlet.
- Commercial, wedding, fashion or advertising photographers who are not commissioned by a news media outlet or by a participating designer or brand.
- Marketing staff, corporate press teams or brand personnel.
- Freelancers without verifiable assignments
- Audiovisual communication students without professional documentation proving an active internship with a media outlet.
- Journalists and editors from print (online or offline), radio or television media, who must apply for a PRESS pass
- Influencers, bloggers or content creators without professional journalistic activity, who must apply for a BRIDAL & FASHION CREATOR pass, provided they meet the corresponding requirements.

5. Graphic Work Rules

- Graphic positions will be assigned by the organisation and must be respected.
- Blocking access points or altering the technical setup of rooms or designated areas is not permitted
- The GRAPHIC pass does not imply exclusivity or priority rights over other media
- The Press Room is available to accredited graphic professionals as a working area.

6. Terms and Condition

- The GRAPHIC pass is personal and non-transferable.
- The organisation may request additional documentation at any time.
- Any false documentation will result in immediate revocation of the pass.
- Applicants who do not meet the requirements must purchase a visitor pass
- Fira de Barcelona and Barcelona Bridal Fashion Week reserve the right to modify or deny any accreditation