

24NOTION CASE STUDY

PFW Productions, LLC./Portland Fashion Week



CHALLENGE & OBJECTIVE

Reposition Portland Fashion Week to be the global host in eco-responsible and high fashion designs, as well as, the only fashion week who brings the emerging fashion designers to market leaders.

- Reposition PFW productions & Portland Fashion Week as a whole
- Develop long-lasting engagements among fashionista, designers, and consumers
- Change perception of the Portland fashion week
- Rebrand Portland fashion week regionally, nationally and internationally
- Create awareness and brand outreach to the international communities
- Cost/budget constrained
- Grow attendance during fashion week event
- Increase sponsorships
- Increase international/national designer participants





APPROACH

An Integrated Brand and Media Campaign

Created a robust business and marketing strategy that would aid Portland Fashion Week in expanding consumer loyalty within Pacific Northwest market. This approach was not only event specific, but it was meant to create the fundamental blocks of brand longevity and awareness in local, national, and international markets.

- Strategic vision for the rebranding effort from ideation to execution including:
rebranded PFW positioning statement, created competitive analysis', went to market, and designed and produced collaterals.
- 360 degree marketing campaign including implementation of:
viral marketing, creative engagement, print/online advertising, media outreach, website design and development, social media integration, and public relations and communications.

TACTICS OF PROGRAM

Initiate phase one of creative makeover

- Strategic counsel in business planning
- Strategic counsel in Brand/Marketing planning
- Strategic counsel in overall media and content outreach
- Strategic creative counsel on overall tone/feel
- Re-Brand green initiative
- Brand Identity and development
- Integrated Marketing campaign
- Campaign and sponsorship outreach
- Marketing collaterals:

Poster, stickers, Advertising Campaign,
Media Kit, Press Kit, brochures, Event
program, Event banners and graphics,
Calendar, Email campaign

- Offline/online viral E-marketing
- Website design and development.
- Social Media community integration
- CMS platform with dynamic content integrations
- PR/Communications of Media Outreach
- Reel videos mash up
- Experiential marketing

Spring/Summer 2010 Collections



PFW EVENT OUTREACH

COLLATERALS:

- Long vinyl banner (1)
- Vertical banner 8x3 (2)
- PFW program
- Fliers front and back (2)
- Poster 8.5x11 (1)
- Business Card front and back (4)
- Nightly program (5)
- Program booklet (1)
- Media kit (1)
- Sticker (1)
- Postergarden:
 - Flag pole 14' (2)
 - Posters 36x96 (5)
 - Vinyl street banners (2)
 - Pop up booth 10' (1)
(elements re-done)

PRESS/MEDIA:

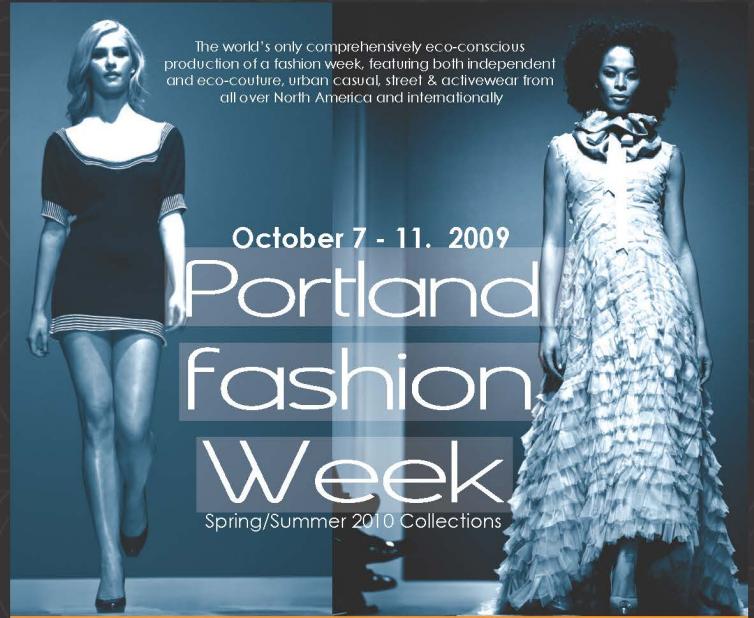
- Surface magazine publication
- Spin Magazine publication
- Lufthansa in-flight magazine
- Travel Portland
- Portland Monthly
- SagaCity
- Idmagazine
- PortlandPickCity Group
- Oregon Live Media
- Mercury Publications
- Koin Local Media
- Explore the Pearl
- Indian Festival
- Art Institute of Portland
- Horny Toad
- * The Nines

SOCIAL MEDIA & ONLINE:

- Online presence launched 2009
www.portlandfashionweek.net
- Social Media integration Mid-Sept.
Twitter: @portlandfashion
Facebook: group/fanpages
Blog: portlandfashionweekly.com
Youtube: designer interviews

COLLATERAL

- Poster
- Flier (front and back)
- After-Party Invite



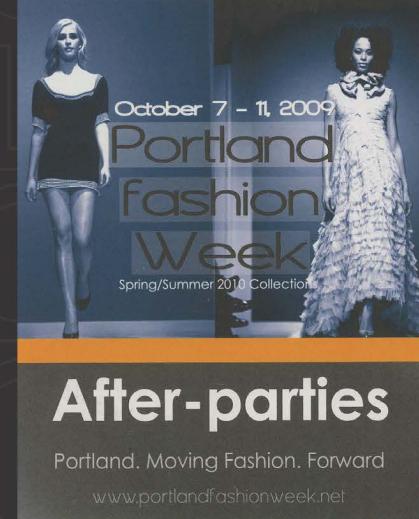
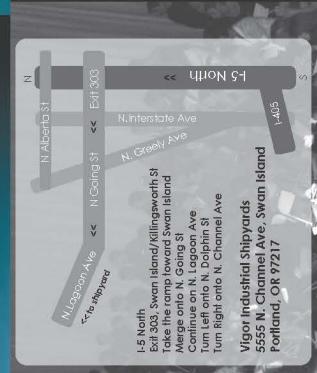
"This was a celebration of something that makes Portland not only more liveable but more lovable: fashion. Yes, fashion" - The Oregonian

"an eco-friendly platform par excellence and a springboard for the independent designers" - Book Moda, Italy

SPIN Lufthansa 24NATION NINES FWP VIGOR surface

Venue Location: Vigor Industrial Shipyard 5555 N. Channel Ave Portland, OR 97217

To get tickets and view schedule visit
www.portlandfashionweek.net

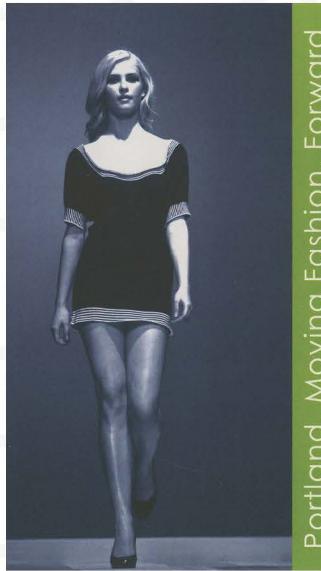


- Wednesday October 7, 2009 Starts at 10pm
Qube Lounge
108 SW Pine St. Portland, OR
[21+required]
- Thursday October 8, 2009 Starts at 10pm
Candy Ultralounge
904 NW Couch St. Portland, OR
- Friday October 9, 2009 Starts at 10pm
Seven Planet
412 NW Couch st. Portland, OR
- Saturday October 10, 2009 Starts at 10pm
Aveda Institute Portland
325 NW 13th Ave. Portland, OR
- Sunday October 11, 2009 Starts at 10pm
Club 915
915 SW 2nd Ave. Portland, OR

Designed by 24Nation

24
nation
CREATIVITY WITH FLARE

•Nightly PFW Programs



Portland. Moving Fashion. Forward

October 7 - 11. 2009

Portland fashion Week

Spring/Summer 2010 Collections

Day 4 Saturday, October 10

Ready to Roll presented by Momentum Magazine and benefitting Oregon Manifest

Momentum Magazine will inspire cyclists and non-cyclists alike this October 10 with the Ready to Roll Fashion Show, presented in partnership with Oregon Manifest and in conjunction with Portland Fashion Week. Cycling is a beautiful and attainable transportation choice for almost any lifestyle. Momentum presents a selection of designers and brands from Portland – and across North America – that will inspire you to look fabulous cycling through all seasons. Expect to see sleek, sexy, expressive and bike-friendly urban style.

Premium sponsors
 SPIN • Lufthansa 24notion NINES FWP VIGOR surface

Day 5 Sunday, October 11: Sustainable Sunday

imperial collection by Anna Cohen • Ethos Paris • Jonano • Mountains of the Moon • Fortes Design

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Portland. Moving Fashion. Forward

PFW Productions is proud to present
Portland Fashion Week: Spring/Summer 2010 collections

DESIGNERS

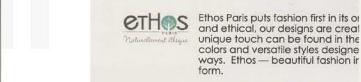
Aries Velo
 8 Spoke Tailor
 Bicycle Fixation
 Castelli
 Cyclological
 DecoN Nightshades
 Cyclotelic
 Fabric Horse
 Hell Yes
 Icebreaker
 John Fluevog
 Keen
 Nou
 Nutcase helmets
 Ostoh
 Outlier
 Patagonia
 PoCampa
 Queen Bee panniers
 Sheila Moon
 Showers Pass
 Simple Shoes
 We3

www.apresvelo.com
 www.jourderclothing.blogspot.com
 www.bicycletilation.com
 www.castelli-usa.com
 www.cyclelogicalgear.com
 www.deconnightshades.co.uk
 www.fabrichorse.com
 www.fixedgearcycling.com
 www.icebreaker.com
 www.fluevog.com
 www.keenfootwear.com
 www.nou.com
 www.nutcasehelmets.com
 www.ostoh.com
 www.outlier.cc
 www.patagonia.com
 www.pocampa.com
 www.sheliamoon.com
 www.showerspass.com
 www.simpleshoes.com
 www.we3.ca

BIKES

Soma Fabrications
 Raleigh
 Brompton
 Breezer

www.somafab.com
 www.raleigh.com
 www.brompton.co.uk
 www.breezerbikes.com



Visit www.portlandfashionweek.net for complete list of PFW 2010's amazing army of production team and volunteers
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 printed on recycled paper

PFW Productions is proud to present
Portland Fashion Week: Spring/Summer 2010 collections

jason matto

Vancouver, BC
 Jason Matto is a Vancouver Fashion Designer whose gowns have graced the red carpet of the Academy Awards, Gemini Awards, the Leo Awards, the Emmy's and Teen Choice Awards. He has become a favorite among celebrities, as his designs are bold, sexy and incredibly flattering to the female form.

MEHDJI

Pakistan
 Mohammad Mehdi, is a graduate of PSFD (affiliated with La Chambre Syndicale de la Couture parisienne, France). Mehdi has a loyal clientele and admirers of his work, both at home as well as abroad. Mehdi's fashion shows met tremendous success in Lahore, Karachi, Islamabad, New York, Houston, Miami, Chicago, Los Angeles, London and Romania. His collection is available in Lahore, Karachi, Islamabad, Dubai, Manchester, Chicago, New York and Los Angeles. His label has adorned a huge number of magazine covers.

Lizzie Parker

Seattle
 Lizzie Parker will debut her holiday collection "Eco-Bespoke" of portland fashion week. A party dress from Lizzie Parker is, "a way to rock the holiday in dress that is made locally for you, to fit you."

PFW Productions is proud to present
Portland Fashion Week: Spring/Summer 2010 collections

GERSEMI

Sweden
 The Gersemi label represents a sophisticated Equestrian style for the true athlete or Equestrian lifestyle aficionado. The spring 2010 collection is the work of Copenhagen designer Henrik Bus who is presenting very strong pieces which are colorful and stylish with superb fit and functional fabrics for any outdoor endeavors.



The design team of NelliDru Design feels that the American Woman is very stylishly conservative and recognizes and appreciates elegant fabric, quality and value. She is no longer fused to the "wear it and throw it away" consumer attitude. Her new catch phrase is "coordinating longevity in clothing".

DMTR

Tony Dimitri Peniche
 Portland
 The changes in my design have been dramatic. For this collection I really tried to capture the "Beautiful Rebellion" of the Portland rock scene and combine it with my Italian heritage; aggressive style with clean lines.
 -Tony Dimitri Peniche

DEFYANCE

Portland
 Founded in 2008, Defyance combines high-fashion boldness with performance fabrics, creating designs that are simple, modest, condition adapting, and clean but unexpected. It's with a craftsman's attention to detail and a mission to defy convention that we style clothing. Our inaugural collection drops November 2009.
 Defyance. Clothing for your movement.

icebreaker

New Zealand born Icebreaker, purveyors of uber cool eco-wear, proudly calls Portland, Oregon home in the US. Their retail store is located across from Powell's at 1109 W. Burnside. www.icebreaker.com
 Icebreaker uses only pure merino to create edgy outdoor and lifestyle clothing combining nature's work with human technology and design.

Business Sponsor

PEAK PERIOD PortlandPicks.com Sidlab PosterGarden ENDURAWOOD PDC
 JMT W
 24notion The Artistic Life of Portland

Basic Sponsor

SPIN Lufthansa 24notion NINES FWP VIGOR surface

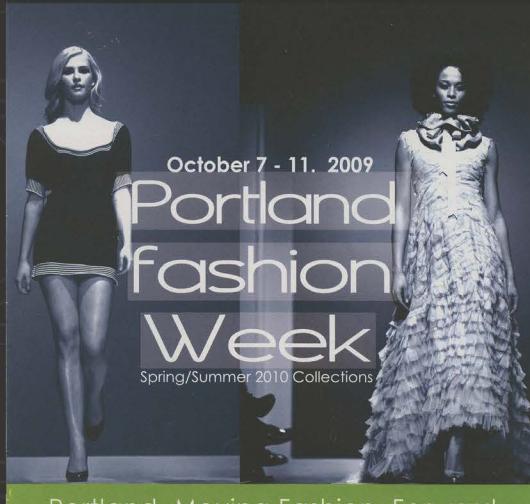
www.portlandfashionweek.net

Portland Fashion Week supports Oregon Red Cross/www.oregonredcross.org

Visit www.portlandfashionweek.net for complete list of PFW 2010's amazing army of production team and volunteers
 ©2009 PFW Productions, LLC. All rights reserved. Concepted/Designed/Developed by the fabulous team of 24notion
 printed on recycled paper

• Program Booklet

The world's only comprehensively eco-conscious production of a fashion week, featuring both independent and eco-couture, urban casual, street & activewear from all over North America and internationally



"an eco-friendly platform par excellence and a springboard for the independent designers" - Book Moda, Italy

"This was a celebration of something that makes Portland not only more liveable but more lovable: fashion. Yes, fashion" - The Oregonian

www.portlandfashionweek.net


 Office of Mayor Sam Adams
 City of Portland

PPW Productions LLC
 910 NW Naito Parkway, 1-1
 Portland, Oregon 97209

Dear PPW Producers:

This year the city of Portland hosts our fourth year of collaboration and support for Portland Fashion Week (PPW) as a signature event in our city. Since the first formal show on Portland City Hall back in 2006, the event has significantly matured and succeeded - stop "Big Pink," at the massive Swan Island shipyards in the Pearl District, and beyond.

Our shared vision is a Portland fashion industry that is robust, creative, and growing. PPW is a platform for showcasing the diversity - from the small independent designers who fuel our creative enterprise to the established and growing active wear companies who drive economic growth in our community. We are committed to bringing local to the world stage, far-reaching ways. By fostering emerging talent and attracting national and international media, PPW is helping to position Portland as a destination with an exciting role in Portland's recognition as a sustainable, creative hub for economic growth. Such positive effects on the city's reputation will help us continue to move forward.

It has been a pleasure to witness the development of PPW, and its showcase of both this city's own vibrant talent, and the visiting designers who launch their collections on Portland's first international fashion runway.

My staff and I would like to express our support for PPW and its partners for helping to make Portland relevant on the international fashion stage.

I look forward to continuing our work in this important sector.

Sam Adams
 Mayor of Portland

Welcome to Portland Fashion Week, Spring/Summer 2010 Collections, on the banks of the beautiful Willamette River, at this unique intersection of art commerce and sustainability.

Following the worldwide acclaim of past years, in 2009, Portland Fashion Week has developed enhanced programming to further help the businesses of the industry. This year we are known around the world for our unique collections from all over the world to launch their collections. Portland Fashion Week, the only comprehensively sustainable production of a fashion week in the world, this year will feature the premiere of Surface, Spin and Lufthansa in-flight magazine, international photography and video, and the premiere of the new book, "Oregon: The Land of Discovery 24kation," and will be attended by numerous buyers and press - all of which contributes to bringing valuable industry attention to the established designers, utilizing the power of the media to increase sales, and contributing to the economic development of Portland, Oregon, and the world as a whole as a member of the global fashion community.

We view to supporting the City of Portland in their development initiative in encouraging the development of the fashion industry in Portland. PPW dedicated its opening night for the latest in active-fashion trends. Following PPW's past achievements in launching the runway career of designer like Future Project Runway's Michael Costello, we are excited to see what the future holds for emerging designers, where the audience will take part in selecting the next best star. The weekend will kick-off with the Design Collective night and be concluding with the opening night of Collections night.

We like to take this opportunity to thank our valuable sponsors, the PPW Advisory Board, and the army of dedicated volunteers, without whom this event could never have reached these heights.

We hope you enjoy this celebration of fashion on the eco-sustainable bamboo runway of Portland Fashion Week.

Sincerely yours,

Prasenjil Tito Chowdhury | Christopher Cone
 Executive Producers
 Portland Fashion Week

Show Schedule		
10.07.09	10.08.09	10.09.09
Icebreaker	Suzanne	Amai Urmei
Delyance	Art Institute of Portland Show	Idam
Tony Omirli	Angela Samrite	Jessica Wilson
Net/Work Design	Sweet Sirena	La Vie by Michelle DeCovry
Gesner	Potomac Soledad Consets	WynOr
10.10.09 (Matinee)		
Apres Veila	Nutcase helmets	
Hi-Spoke Tailor	osion	
Bicycle Fixation	Oulifer	
Castelli	patagonia	
CyberOptic	Pocono	
CyberOptics	Queen Bee Fanniers	
Deadly Nighthades	Shelia Moon	
Fabric House	Showers pass	
Hel Yves	Simple Shoes	
Icebreaker	Web3	
John Fuevog	Soma Fabrications	
Karen	Rosetta	
Nau	Bengtsson	
Niel	Breezer	
10.10.09 (Evening)		
Jantzen Swimwear	Imperial Collection by Anna Cohen	
Jason Mallo	Ethos Paris	
Lizzie Parker	Jonano	
Mehdi	Mountains of the Moon	
	A Forbes Design	

Portland Fashion Week Advisory Board
 Ann Caren, Acquiesce Design/Project Manager, Former PPW Lead of Marketing, TV Host, Consultant & Speaker
 Kim O'Neil, President, Westcoast Media/Media Source, Owner, Bubba Blue Studios
 Chris Gosselin, President, Gosselin Media, Author, "The Business of Social Media" and "How to Be a Rock Star in Social Media"
 John Stiles, Former Fashion Director, Bill Blass New York, MarcaWorld, Career Advisor, Art Institute of Portland



Premium Sponsor

SPIN **Lufthansa** **surface** **the NINES**

Business Sponsor

Pearl **PortlandPicks.com** **sidlab** **Green House** **D**
EnduraWood **PIC** **DragonLine** **Everything Dragon**
KUSH **WestCoast Design** **PosterGallerie** **Selectivision**

Basic Sponsor

SUNNY SPHERE **The Association of Portland**

Executive Producers: Prasenjil Tito Chowdhury | Christopher Cone
Associate Producer, Special Events: Elizabeth Mollo
Fashion Show Production Manager: Christopher Cone
Backstage Manager: Chloë Thompson
Asst. Backstage Manager: Elizabeth Mollo
Make-up Director: Sunny Fire
Hairstyling by: Sidlab

Lighting Engineer: Mike Ferguson

Buyers Relations & Personnel Manager: Chrissy Weber, Kristin Rasmussen, Anne Basso, Leah Mollo, Chrissy Weber, Fleur Weber
Designers Relations: Leah Mollo, Maria Reyes, Angela Smith
Media Relations & Promotions: Nelia Bereznayna, Bethany Moore, Brooke Riggle, Samantha Shorey, Bethany Waggoner
Floor Coordinators: Nate Dersline, Briley Hatton, Marie Satur, Sachin Tharakan, Stephen Weber, Justin Weiner
Interior Decor: Marie Satur
After-parties: Robert Ward

Print-Media Consultant: Marli Zimlin
Events Design and Integration: Prasenjil Tito Chowdhury
 Visit www.PortlandFashionWeek.net for complete list of PPW 2009's amazing army of volunteers.

Pre-Production Model Coordinator: Angela Smith
Models: Aaron Rodgers, Adam Edwards, Alana Burk, Alexandra Gibbons, Alyssa Tibbs, Amber Laird, Angela Smith, Anthony Casanova, Caleb Stephens, Carlie Sanborn, Cupid Alexander, Devin MacAuliffe, Erin Dietring, Irina Dmitrieva, Jeremy Abe, Jonathan Wong, Kacy Owens, Kalli Kasperek, Kaitlin Rich, Katherine Hart, Katie Greiner, Kristi Kowachi, Lindsay Holdeman, Mandi Kremer, May Wang, Michael Waller, Michelle Davis, Mykena Dahlen, Nadia Elkarki, Nedim Korkmaz, Rachel Gregg, Sandra Milanova, Trevor Manning, Trevor Cross, Will Sorrell

Brand/Marketing/Creative/Digital/PR effort: 24Notion, LLC/www.24notion.tv/contact: ivo@24notion.tv
PPW Productions, LLC
 910 NW Naito Parkway #1
 Portland, OR 97209
 info@portlandfashionweek.org
www.portlandfashionweek.org



- Press Release

Portland Fashion Week Gets a Makeover by 24Notion

* August 28, 2009

492

Print

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Twitter

The goal behind the rebranding effort is to promote long-lasting engagements between fashionista, emerging designers and consumer. ~ 24Notion

[Ads by Google](#) [Fashion Shows](#) [Fashion 15](#) [Spring Fashion](#) [Fashion Get](#)

FOR IMMEDIATE RELEASE

(Free-Press-Release.com) August 28, 2009 --

PORLAND, Ore – Portland Fashion Week (PFW) produced the first sustainable fashion week in the world back in 2007. This year, PFW prepares to enhance its status as the world's host for eco-responsible and high-fashion designs through a top-to-bottom creative and marketing makeover. Portland-based Marketing creative and lifestyle agency, 24Notion has been selected to lead the effort in collaboration with PFW Productions, LLC.

Promote your Business

PRWeb.com
Use your news to get leads & sales online.
Register for free account!

Loose Diamonds at LaRog

www.LaRog.com/Loose-Diar
Family owned local Jeweler. Web specials.
Browse Selection.

Edge Multimedia

www.edgemm.com
Full service advertising agency Advertising Agency



Ads by Google

The goal behind the rebranding effort is to promote long-lasting engagements between fashionista, emerging designers and consumer. The unique, fashion-savvy makeover encompasses both brand development and an integrated, 360 degree marketing campaign that will include viral marketing, creative engagement, print/online advertising, media outreach, website design and development, social media



- Digital Presence:
portlandfashionweek.net
- E-campaign:
nationwide through major publication

The world's only comprehensively eco-conscious production of a fashion week, featuring both independent and eco-couture, urban casual, street & activewear from all over North America and internationally.

October 7 - 11. 2009

Portland Fashion Week

Spring/Summer 2010 Collections

Designer, Buyer and Press Registration Happening NOW at www.portlandfashionweek.net

Portland Fashion Week is back in 2009.. more independent & eco-fabulous than ever. Following internationally acclaimed fashion weeks in 2007 & 2008, PFW has developed enhanced programming to further help the business of nationally and internationally known designers from all over the world, who are launching their Spring/Summer 2010 collections at the high caliber and sustainable production of Portland Fashion Week. PFW will support and uplift a new generation of both independent & eco-designer talent and large international apparel houses, and help the economic development of Portland, Oregon, by increasing its profile as a fashion & apparel center. With national media partners like Surface Magazine, and national & international press coverage, PFW has excelled in reaching a wider audience than any other 'off-Broadway' fashion week in the country.

Press, Designer, and Buyer Registration is happening NOW at www.PortlandFashionWeek.net

Quadra Media, LLC.

12 W 27th St., FL 10

New York, NY 10001

Tel. 646-454-9192

Portland. Moving Fashion. Forward

PFW productions

Home About us Events Press Contact

Introduction Schedule Designers Sponsors People & Parties PFW Plaza Buyers Tickets Directions

Portland Fashion Week

Portland, Moving Fashion Forward [Email](#) [Twitter](#) [Facebook](#)

Features

Contact us for Sponsorship, Designer application and Press & Buyers Registration
Model Audition Aug 29

Portland Fashion Weekly
Emerging Designers Audition Aug 22

Portland Fashion Week featured in Lufthansa Airlines In-flight Magazine
PFW Announces World-Class Designer Lineup

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Introduction Schedule Designers Sponsors People & Parties PFW Plaza Buyers Tickets Directions

Introduction

This Fall's Portland Fashion Week will feature an unprecedented array of high-caliber, high-powered shows, parties, and both industry & public buying & shopping events, all within the framework of the world's only comprehensively green and carbon-neutral production of a fashion week.

Highlights of the week include shows by some of the most talented designers of today. Seth Aaron, the reigning winner of Project Runway, and his fellow finalists and contestants Jonathan Joseph Peters and Jay Sario, will debut their first collections after gaining their worldwide notoriety, on the world's first black solar panel runway, representing PFW's commitment to style with sustainability. The classic American label Pendleton, that continues to re-invent itself and has announced recently many of the world's high-fashion publications, is launching their Spring/Summer 2011 'Opening Ceremony' collection from Portland Fashion Week.

The week will kick-off with an installation-format presentation show, staged by a select number of high-profile artisan fashion designers, representing Portland's quintessential independent spirit and strength in art & fashion. Catapult, the much-anticipated emerging designer competition will take place the following evening, when audience and panel voting will award the coveted best-designer prize. The anticipation is well founded and in line with Portland's reputation as a hotbed of emerging talent, which has been nationally apparent with the Portland area producing two of the last three winners of Project Runway, and both of them being affiliated with Portland Fashion Week.

To facilitate commerce between designers and buyers, we've added a wholesale market and retail shopping event in our list of happenings during Portland Fashion Week, along with the Portland, a program that creates stronger bridges between boutiques and the followers of Portland

Features

Contact us for Sponsorship, Designer application and Press & Buyers Registration
Model Audition Aug 29

Portland Fashion Weekly
Emerging Designers Audition Aug 22

Portland Fashion Week featured in Lufthansa Airlines In-flight Magazine
PFW Announces World-Class Designer Lineup

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•Social Media

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surface +ARTISTS Portland Fashion Week ANNIVERSARY ISSUE

Portland Fashion Week

- Wall Info Events Photo

4:55 PM Sep 14th via Facebook

:: About to launch PORTLAND FASHION WEEK::CITY CENTER. Stay Tuned!!

11:06 AM Sep 13th via Facebook

:: FASHION will meet ART on the opening night of Portland Fashion Week on Oct 6? It will feature installation... <http://fb.me/JcNZOSuz>

10:27 AM Sep 13th via Facebook

Portland Fashion Week and Seth Aaron featured in the cover of Seattle based DList Magazine. Pick your copy from... <http://fb.me/HMOIMJ10>

12:18 PM Sep 10th via Facebook

Portland Fashion Week/SS11 story in leading Eco-fashion media, and PFW's media partner Ecouterre <http://fb.me/ANE7K2Kq>

21 minutes ago · Comment · Unlike · Share

0 You and 4 others like this.

Write a comment...

See All

5 stars

Information

Founded: 2003

Insights

twitter Home Profile Find People Search

Name PortlandFashion
Location Portland, OR
Web <http://www.portlandfashion.com>
Bio We are Portland Fashion Week. Tailored green from runway with independent designers.

423 following

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Favorites

Actions

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Portlandfashion

✓ Following

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Lists ▾

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Portland Fashion Week/SS11 story in leading Eco-fashion media, and PFW's media partner Ecouterre <http://fb.me/ANE7K2Kq>

21 minutes ago · Comment · Unlike · Share

0 You and 4 others like this.

Write a comment...

Portland Fashion Week

surface +ARTISTS

Portland Fashion Week Advertising Campaign

HOW WE LIVE

- Point of Purchase/Retail Environment



PRESS/MEDIA



SPIN MAGAZINE SPIN

- Fullpage ad
- Online ad (2)
- Email blast
- Banner
- Email ad jpeg with video

The screenshot shows the SPIN website homepage. On the left, there's a sidebar with various links: "SPIN'S MOST...", "POPULAR EMAILS", "24 Fall Albums That Matter Most", "The 30 Best Albums of 2009... So Far", "20 Hot Summer Songs of 2009", "Traveling Across the U.S.A. with Pearl Jam", "DEFINITELY AWESOME Metal from Converge!", "CONTESTS & PROMOTIONS", "Win Passes to See Bon Jovi, Scarlett Johansson, Courtney Love and More Perform at Carnegie Hall", and "Win Tickets to 2009 CMJ Music Marathon & Film Festival". The main content area features a large image for "Portland Fashion Week" with the text "October 7 - 11, 2009" and "Spring/Summer 2010 Collections". Below the image, it says "Portland Fashion Week, sponsored in part by SPIN magazine, hits the indie-approved Northwest city October 7-11. The seventh annual event, which

The screenshot shows the SPIN website homepage. At the top, there's a banner for "SYNC FROM AMERICAN EXPRESS" with the tagline "CUSTOMIZE THE CARD TO FIT YOUR LIFE." and a "LEARN MORE" button. Below the banner, the SPIN logo is prominently displayed. To the right of the logo, there are links for "Subscribe", "Digital Magazine", and "Search SPIN.com". The main navigation bar includes links for "HOME", "MAGAZINE", "REVIEWS", "NEWS", "PHOTOS", "VIDEOS", "LIVE", "SPIN 25", and "SHOP".

The screenshot shows a specific page from the SPIN website titled "Live from Portland Fashion Week!". It features a large image of two women modeling at the event. Above the image, the title "Live from Portland Fashion Week!" is displayed, along with a "SHARE THIS:" button and links to social media platforms. To the right of the image, there's a "1 of 13" link and "PREVIOUS" and "NEXT" buttons. A sidebar on the left contains a section titled "INSIDE SPIN" with the heading "Get Tickets to Portland Fashion Week" and a brief description. Another sidebar on the right lists "DAILY NOISE" and "RECENT REVIEWS" with links to articles.

The screenshot shows a sidebar from the SPIN website. At the top, it says "Guitar Center SESSIONS" with a photo of Peter Gabriel. Below that, it says "With PETER GABRIEL". Further down, there's a "MOST POPULAR" section with links for "NEWS", "PHOTOS", and "REVIEWS". Under "NEWS", there are links to "Q&A: Rivers Cuomo of Weezer" and "LISTEN: New Single from Weezer's Thirley".

SURFACE MAGAZINE **surface**

- Half page print ad
- Online ad
- Email blast
- Email banner

STYLE + DESIGN FOR FORWARD LIVING

surface + ABITARE

15th ANNIVERSARY ISSUE

October 7 - 11, 2009
Portland fashion Week
Spring/Summer 2010 Collections

Portland, Moving Fashion. Forward

Lufthansa 24NOTION NINES surface FWP

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Portland Fashion

Designs of the Times

Thursday show pulls out the stops

By Meghan Hilliard



Photo: Kerosene Rose

Director of Apparel Design at the Art Institute of Portland, Sue Bonde greets the Thursday evening crowd.

[View Slideshow »](#)

Apart from the lighting, Portland's executive show directors made sure that even the most minute detail passed green standards. From the bamboo, nail-free runway, to the use of electrical connectors that don't require tape reinforcement, (no tape, no landfill) Portland has the most sustainable fashion week in the world.

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 Lufthansa

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Style-Könige
Die neue Lufthansa Geschäftsklasse „Linen“ unterschreibt die Economy-Class mit zwei Designwettbewerbs und ist Award in Essen als „Best of the best“ in der Kategorie „product design - Textilien“ ausgezeichnet worden. Mit mehr als 11'000 Anmeldungen aus 61 Ländern steht der Red dot design award zu den wichtigsten Designpreisen weltweit.

All Best of the best
Last year, Lufthansa's new line of Economy-Class linens (linen), was recently voted "best of the best" in the category "product design - Textiles" at the red dot design competition in Essen, Germany. With more than 11,000 entries coming in from 61 countries, the red dot design award is one of the most prestigious of its kind.



Nachhaltig schön Sustainable style

Eco-Design heißt das Stichwort, unter dem sich dieses Jahr in Portland, Oregon, internationale Models, Modeschöpfer und Chodesigner zum Schauspielen treffen. Lufthansa unterstützt als einer der Hauptförderer die Fashion Week in der Stadt, die als grünste und nachhaltigste der Vereinigten Staaten gilt. Von 7 bis 11. Oktober dreht sich auf der Messe alles um die umweltverträgliche Herstellung von Design und Mode. Da große Konzerne die Veranstaltung fördern, fallen für die Teilnehmer nur geringe Gebühren an. So erhalten auch hochkarätige Designer die Chance, sich zu präsentieren. Die Messe selbst geht mit gutem Beispiel voran: Der Laufsteg ist aus recycelbaren Materialien gebaut, die Modeli benutzen ausschließlich umweltverträgliche Kosmetika und die Gäste werden in Hotels mit Chodiegel umgesetzt. Informationen unter www.portlandfashionweek.net. # Eco-design is the motto for international models, fashion designers and eco-designers attending this year's Fashion Week in Portland, Oregon, a city considered the most dedicated to urban sustainability in the U.S. Lufthansa is one of the main sponsors of the trade fair, which runs from October 7 to 11 and focuses on designer clothing produced with minimal environmental impact. Because the event is sponsored by large corporations, participants pay only a low fee and independent designers can afford to exhibit their work. The fair itself sets a fine example with a catwalk made of recyclable materials, models who use only ecological cosmetics and accommodation for visitors in certified eco-hotels. Details: www.portlandfashionweek.net

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Portland Fashion Week Showcases Green, Sustainable Designers
by Beth Shea, 10/14/09


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WEDNESDAY, OCTOBER 7, 2009

FASHION / EVENT Portland Fashion Week 2009: Day One
POSTED BY MARJORIE SKINNER ON WED, OCT 7, 2009 AT 11:05 AM

And so it begins! Tonight **Portland Fashion Week** kicks off with "Moving Fashion," a night of action-wear from **Icebreaker**, **Defiance**, **Tony Dimitri**, **NelliDru Design**, and **Gersemi**. You can read more about it [here](#), but in brief: I like Icebreaker in principle, and their all-wool active-wear is appealing for life and use, but tends to be a bit out of place on the runway. I'm hoping tonight's presentation won't be overly long and that some extra effort will be paid toward making things pop through the styling. I'm anxious to take another look at Defiance, who I first saw at the recent FUSE event. Again I think some of their strongest pieces are quiet, and in terms of first impressions the styling could go either way. Tony

BLOGTOWN THE MERCURY BLOG

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FASHION / EVENT Portland Fashion Week: Day Two

POSTED BY MARJORIE SKINNER ON THU, OCT 8, 2009 AT 9:41 AM

Last night's first crack at **Portland Fashion Week** '09 was... something, alright. I'll wait until the photos come in before I expound, but let's just say I hope the worst is over. Tonight's lineup looks like a lot more fun, with sweet looks from Seattle's **Suzabelle** (a line you may have encountered at **Le Train Bleu**), fresh looks from young designers representing the **Art Institute**, as well as the emerging designer showcase (between the two giving us a double dose of one of my favorite local stars, **Janeane Marie**, participating in both showcases). Ready to see some well executed new ideas!



THIS WEEK IN THE MERCURY

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« Bonobo Chimps Like to Have Sex | PETA Pulls "Lose Blubber" Billboard »

TUESDAY, AUGUST 25, 2009

FASHION Call for Models: Portland Fashion Week

POSTED BY MARJORIE SKINNER ON TUE, AUG 25, 2009 AT 1:30 PM

Portland Fashion Week is coming up in a few short months (click that link if it's been a while... the web site's been redesigned, and it's better now) and they're looking for a few good models to walk the runway on a work-for-trade basis, with the added bonus of being splashed around in the media, becoming a permanent part of a rising designer's portfolio and of course, networking. I sure hope to see a lot of new faces and a variety! Here are the basic requirements:

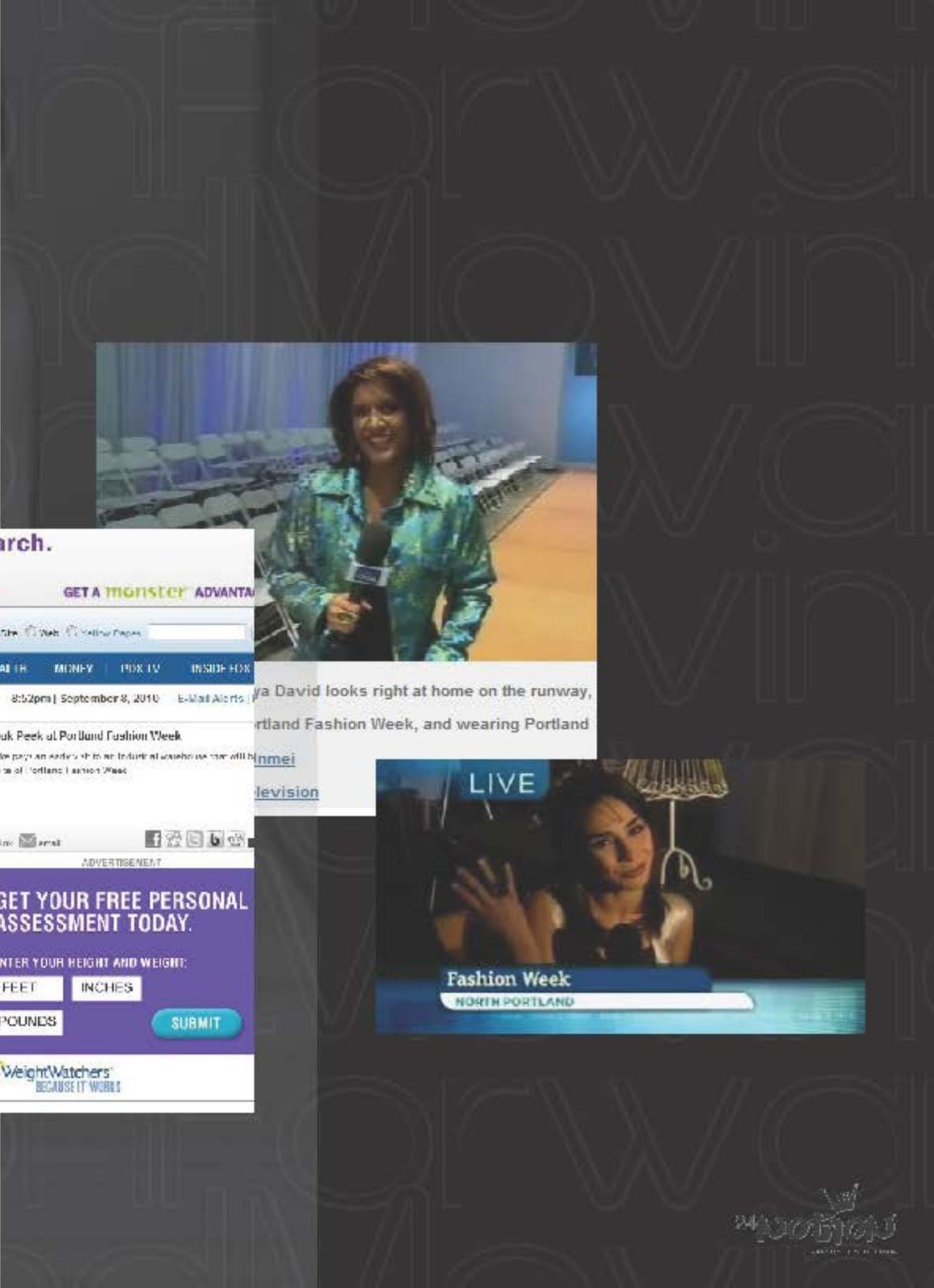
Females:
MINIMUM 5'8" - 6'0"
DRESS SIZES 0-6
BRING HEELS

Male:

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- KPTV: FOX12
- KOIN6: Keep It Local

The screenshot shows the FOX 12 Oregon website. At the top left is the FOX 12 logo with "OREGON" underneath. To its right is an advertisement for Monster's New Precision Search, featuring a woman in a green patterned jacket standing in a runway setting. Below the logo are weather and traffic updates: "WEATHER 56° Troutdale Cloudy" and "TRAFFIC". The main navigation menu includes links for HOME, NEWS, WEATHER, TRAFFIC, VIDEO, ENTERTAINMENT, SPORTS, LIFESTYLE, HEADLINE, MONEY, FOX 12, and INSIDE FOX. A "Job Titles" search bar is present. The main content area features a video thumbnail for "Sneak Peak at Portland Fashion Week" with a "Better PORTLAND" logo. Below the video is a "Sneak Peak at Portland Fashion Week" headline and a timestamp of "8:52pm | September 8, 2010".



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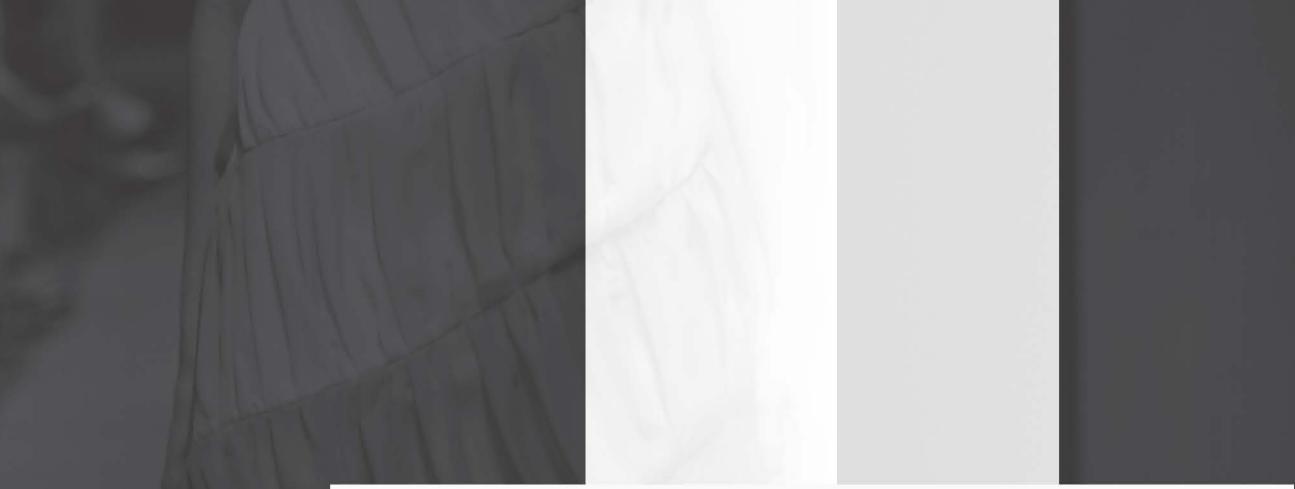
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By Jen McCabe

"The exciting thing about this Spring/Summer 2010 fashion is that designers are facing a real challenge in hitting their price points in the middle of a recession. This is hard to do without compromising your





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Amai Unmei PFW Sneak Peek!

Published: Thursday, October 01, 2009, 10:58 AM Updated: Thursday, October 01, 2009, 1:08 PM



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Ten McCabe provides Portland, Oregon shopping tips and information on new and unique products

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PFW: Tony Dimitri, NelliDru Design & Gersemi

By Jen McCabe

September 22, 2009, 6:20PM



ENTER TO WIN TICKETS TO PORTLAND FASHION WEEK. Win 2 complimentary "Preferred Seating" tickets to 1 Portland Fashion Week evening—including entrance to the After-party on the same night!

The 2009 **Portland Fashion Week** event starts Wednesday, Oct 7 and runs through Sunday, Oct 11. On the evening of the big launch gala on the 7th, come see Spring/Summer 2010 looks on the

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PFW: Icebreaker & Defyance + Enter to Win Tickets
By Jen McCabe September 21, 2009, 5:37PM

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