

Hey guys! Excited to be working with the amazing fashion designer Vivienne Tam on her fashion show in a few weeks and she is excited to feature ApeCoin in her designs. The project brief is below.

Here's her show from last fall, which included Yat Siu's Bored Ape and 6529's Cryptopunk. It got 500 million media impressions! Excited to bring ApeCoin to the fashion world.

[

](<https://www.youtube.com/watch?v=de2l87vBiWw>)

Category

Branding, Marketing - 2023 New York Fashion Week Integration

Abstract

This proposal seeks to get approval to have the ApeCoin image used in Vivienne Tam's NYFW 2023 Fall/Winter Collection at 8pm EST, 2/12/2023 to bring a more awareness and diverse audience to ApeCoin.

Motivation

Vivienne's show featuring ApeCoin will bring +200 news stories/articles with +1 billion global media impressions - influencing global pop culture while bringing the women's segment into the Metaverse and WEB3.

Rationale

Vivienne's next collection is inspired by going deeper into the Metaverse and Web3, highlighting interoperability and how to unlock utility and experiences to the physical world.

New York Fashion Week is one of the big four global fashion weeks and has an economic impact of over 600 million dollars to the city larger than the SuperBowl.

Vivienne Tam, honored by Forbes magazine as one of the "25 Top Chinese Americans in Business" is an international designer known for her culture-bridging, east meets west fashion as well as pioneering global collaborations marrying fashion with technology and renowned brands such as HP, Lenovo/Moto, Tencent, Google and Starbucks.

Specification

The approach proposed is as follows:

1. Vivienne to develop fashion patterns based on ApeCoin.
2. Vivienne to present concept to ApeCoin community.
3. ApeCoin Designs appear on the runway at NYFW on 2/12/2023.

Steps to Implement

Vivienne's team will manage the runway show and production process. Vivienne's PR Team LEDE to work with ApeCoin for talking points for media.

Timeline

ASAP

Overall Cost

No additional cost required.

If ApeCoin would like to sponsor the fashion show or after party, that would require a separate fee/budget.

If ApeCoin fashion items go into commercial production, then we will negotiate a separate agreement. This is to obtain the rights of Couture sample pieces to be featured in the Fall Winter 2023 Show.

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the [template](#) if you wish.