

# FASHION COMMUNITY WEEK

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SAN FRANCISCO

March 2020

FASHION DESIGNER PACKAGE



It is a great honor and pleasure to invite you to participate in our 10th edition of our Fashion Community Week, taking place on March 2020, in San Francisco, California. We are offering a platform for Fashion Designers to showcase their latest collections to our VIP Industry Specialists, Buyers, Media and Fashion-Conscious audience. Our priority is to offer Specialized Marketing and Business platform to Fashion Designers Worldwide.

Our Designer selection process is very rigorous and must adhere to the elements stated in the criteria below. The Deadline to apply is January 24th, 2020. While having an impressive collection is very important, we prioritize the applicants on a 'First Come, First Serve' basis.

### The Criteria to Enter Fashion Designer Selection:

- Collections must contain at least 12 'Looks' from very recent designs.
- Collections must dictate S/S 2020 and/or F/W 2020 season.
- Collection that dictates timeless designs will be reviewed thoroughly.
- Collection must dictate selected seasons' color, designs, silhouettes and trend.
- Designers must attend the fitting sessions prior to the Fashion Show rehearsal.
- There are options for Designers to 'mail in' collection prior to show if unable to attend.
- Our board reserves the right to examine each design before the runway decision is made.
- All designs must be approved by our Board members and committee prior to the showcase.

### Fashion Week Packages for Fashion Designers & Brands

Our packages are designed to highlight all the important areas that benefit our participating Fashion designers. Our generous partners are reasonably offering their services as an honor to our participating Prestigious Fashion Designers.





# GENERAL FASHION WEEKS PACKAGES

## **FASHION SHOW PACKAGE AT FASHION WEEK: \$1,600**

- Designer is given privilege to showcase a maximum of **12** looks on the runway.
- A Venue space offered to launch, showcase and exhibit Designer collection.
- Professional Models provided to wear each design pieces on the Runway.
- Professional Makeup artists and hair stylists provided for the models.
- Backstage Stylists and assistance provided to help prepare for the runway show.
- Designer collection showcased in front of VIP guests, Industry attendees & Media.
- Exposure to all media (TV, Radio, Magazine) attending the fashion week.
- Professional photography captured from runway, backstage & entirety of the show.
- Selection of Music provided for the Designer for the runway show.
- Inclusion in all online Marketing material sent to Media channels and Industry list.
- Designer LOGO and biography placed on website and shared on all online medium.
- A Social Media Blog posted about the Designer along with images of collection.
- Designer promoted on Social Media Platforms (Facebook, Instagram, LinkedIn & Twitter).
- Promotional video provided by the designer exhibited for online pre-marketing.

## **SHOP THE RUNWAY COLLECTION AT FASHION WEEK: \$1,200**

- Opportunity to be a part of 'Shop the Runway' to sell collection immediately.
- An exclusive virtual Fashion Week showroom and shop for participating designers.
- A designated place featuring the brand's marketing, product and services.
- Open to sell to guests and buyers attending all the days of fashion week.
- Accessible to all online viewers and followers of fashion week with featured marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.
- Marketing sent to fashion week attendees, buyers, industry businesses & professionals.
- Brand promoted on all online medium and all four Social Media channels.
- Opportunity to sell collection pieces within an hour, at the conclusion of each fashion show.
- Professional photographs taken of each pieces of collection and placed on virtual shop site.
- A designated page built with collection images and placed for selling right after the show.
- Images of each item with full description placed on the fashion week E-commerce site.

## **FASHION EXHIBITION PACKAGE AT FASHION WEEK: \$700**

- Installation of exhibition at event location with all fashion week traffic.
- A venue space offered to display, showcase and exhibit Designer collection.
- An exhibit space & table provided to sell collection during Showroom.
- All amenities and fixtures provided to display and showcase your collection.
- Marketing material and banner exhibited at the venue provided by the Exhibitor.
- Opportunity to sell to visiting Buyers (wholesale) and clienteles (cash & carry).
- Showroom presentation in front of VIP guests, Industry attendees and Media.
- Professional photography captured during Showroom & entirety of the show.
- Brand promotion (before & after) the exhibition on all online medium.
- Promotion of the brand on Social Media Platforms (Facebook, Instagram & Twitter).
- Inclusion in all marketing material sent to Media channels and Industry list.
- Promotional video provided by the brand will be exhibited online for pre-marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.

# PREMIERE GOLD FASHION WEEK PACKAGES

## **FASHION SHOW, EXHIBITION & SHOP THE RUNWAY PACKAGE: \$3,600 (ALL INCLUSIVE FASHIONWEEK PACKAGE)**

### **FASHION SHOW**

- Designer is given privilege to showcase a maximum of **24** looks on the runway.
- A Venue space offered to launch, showcase and exhibit Designer collection.
- Professional Models provided to wear each design pieces on the Runway.
- Professional Makeup artists and hair stylists provided for the models.
- Backstage Stylists and assistance provided to help prepare for the runway show.
- Designer collection showcased in front of VIP guests, Industry attendees & Media.
- Exposure to all media (TV, Radio, Magazine) attending the fashion week.
- Professional photography captured from runway, backstage & entirety of the show.
- Selection of Music provided for the Designer for the runway show.
- Inclusion in all online Marketing material sent to Media channels and Industry list.
- Designer LOGO and biography placed on website and shared on all online medium.
- A Social Media Blog posted about the Designer along with images of collection.
- Designer promoted on Social Media Platforms (Facebook, Instagram, LinkedIn & Twitter).
- Promotional video provided by the designer exhibited for online pre-marketing.

### **SHOP THE RUNWAY**

- Opportunity to be a part of 'Shop the Runway' to sell collection immediately.
- An exclusive virtual Fashion Week showroom and shop for participating designers.
- A designated place featuring the brand's marketing, product and services.
- Open to sell to guests and buyers attending all the days of fashion week.
- Accessible to all online viewers and followers of fashion week with featured marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.
- Marketing sent to fashion week attendees, buyers, industry businesses & professionals.
- Brand promoted on all online medium and all four Social Media channels.
- Opportunity to sell collection pieces within an hour, at the conclusion of each fashion show.
- Professional photographs taken of each pieces of collection and placed on virtual shop site.
- A designated page built with collection images and placed for selling right after the show.
- Images of each item with full description placed on the fashion week E-commerce site.

### **FASHION EXHIBITION**

- Installation of exhibition at event location with all fashion week traffic.
- A venue space offered to display, showcase and exhibit Designer collection.
- An exhibit space & table provided to sell collection during Showroom.
- All amenities and fixtures provided to display and showcase your collection.
- Marketing material and banner exhibited at the venue provided by the Exhibitor.
- Opportunity to sell to visiting Buyers (wholesale) and clienteles (cash & carry).
- Showroom presentation in front of VIP guests, Industry attendees and Media.
- Professional photography captured during Showroom & entirety of the show.
- Brand promotion (before & after) the exhibition on all online medium.
- Promotion of the brand on Social Media Platforms (Facebook, Instagram & Twitter).
- Inclusion in all marketing material sent to Media channels and Industry list.
- Promotional video provided by the brand will be exhibited online for pre-marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.

# SILVER FASHION WEEK PACKAGES

## FASHION SHOW & EXHIBITION PACKAGE: \$2,600 (DUAL PACKAGE)

### RUNWAY FASHION SHOW

- Designer is given privilege to showcase a maximum of **24** looks on the runway.
- A Venue space offered to launch, showcase and exhibit Designer collection.
- Professional Models provided to wear each design pieces on the Runway.
- Professional Makeup artists and hair stylists provided for the models.
- Backstage Stylists and assistance provided to help prepare for the runway show.
- Designer collection showcased in front of VIP guests, Industry attendees & Media.
- Exposure to all media (TV, Radio, Magazine) attending the fashion week.
- Professional photography captured from runway, backstage & entirety of the show.
- Selection of Music provided for the Designer for the runway show.
- Inclusion in all online Marketing material sent to Media channels and Industry list.
- Designer LOGO and biography placed on website and shared on all online medium.
- A Social Media Blog posted about the Designer along with images of collection.
- Designer promoted on Social Media Platforms (Facebook, Instagram, LinkedIn & Twitter).
- Promotional video provided by the designer exhibited for online pre-marketing.

### FASHION EXHIBITION

- Installation of exhibition at event location with all fashion week traffic.
- A venue space offered to display, showcase and exhibit Designer collection.
- An exhibit space & table provided to sell collection during Showroom.
- All amenities and fixtures provided to display and showcase your collection.
- Marketing material and banner exhibited at the venue provided by the Exhibitor.
- Opportunity to sell to visiting Buyers (wholesale) and clientele (cash & carry).
- Showroom presentation in front of VIP guests, Industry attendees and Media.
- Professional photography captured during Showroom & entirety of the show.
- Brand promotion (before & after) the exhibition on all online medium.
- Promotion of the brand on Social Media Platforms (Facebook, Instagram & Twitter).
- Inclusion in all marketing material sent to Media channels and Industry list.
- Promotional video provided by the brand will be exhibited online for pre-marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.





## **FASHION SHOW & SHOP THE RUNWAY PACKAGE: \$2,600 (DUAL PACKAGE)**

### **RUNWAY FASHION SHOW**

- Designer is given privilege to showcase a maximum of **24** looks on the runway.
- A Venue space offered to launch, showcase and exhibit Designer collection.
- Professional Models provided to wear each design pieces on the Runway.
- Professional Makeup artists and hair stylists provided for the models.
- Backstage Stylists and assistance provided to help prepare for the runway show.
- Designer collection showcased in front of VIP guests, Industry attendees & Media.
- Exposure to all media (TV, Radio, Magazine) attending the fashion week.
- Professional photography captured from runway, backstage & entirety of the show.
- Selection of Music provided for the Designer for the runway show.
- Inclusion in all online Marketing material sent to Media channels and Industry list.
- Designer LOGO and biography placed on website and shared on all online medium.
- A Social Media Blog posted about the Designer along with images of collection.
- Designer promoted on Social Media Platforms (Facebook, Instagram, LinkedIn & Twitter).
- Promotional video provided by the designer exhibited for online pre-marketing.

### **SHOP THE RUNWAY**

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- Open to sell to guests and buyers attending all the days of fashion week.
- Accessible to all online viewers and followers of fashion week with featured marketing.
- A place for Exposure to industry, building clientele and receive purchase orders.
- Marketing sent to fashion week attendees, buyers, industry businesses & professionals.
- Brand promoted on all online medium and all four Social Media channels.
- Opportunity to sell collection pieces within an hour, at the conclusion of each fashion show.
- Professional photographs taken of each pieces of collection and placed on virtual shop site.
- A designated page built with collection images and placed for selling right after the show.
- Images of each item with full description placed on the fashion week E-commerce site.



## ADDITIONAL SERVICES AT FASHION COMMUNITY WEEK

### PRIVATE FASHION PHOTOSHOOT: \$1,200

- An exclusive Designer collection photo shoot with professional photographer.
- Professional Models, Makeup and Hair team provided for the photo shoot.
- A space provided for makeup, touch up, and changing between photo shoot.
- Art direction set up and assistant for photo shoot provided by our team.
- Photo shoot images submitted to media list for exposure, endorsement & publicity.
- Marketing on all social media channels (Facebook, Twitter & Instagram).

APPLICATION DEADLINE: JANUARY 24<sup>TH</sup>, 2020

PAYMENT DEADLINE: FEBRUARY 6<sup>TH</sup>, 2020

Thank you for your interest in participating at Fashion Community Week. Kindly message us with any questions or queries at: [INFO@FCWSF.ORG](mailto:INFO@FCWSF.ORG).

