

## Fashion Community Week: Spring 2020

### Task 2: Newsletters

#### Newsletter 1:

**Subject: A personal invitation to our Holiday Fashion Soiree!**



Hello,

We would like to cordially invite you to our Annual Holiday Fashion Soiree for some Cocktails, Fashion and Fun. Join us for a fashionable time this December 18th at the striking Hotel Zelos in San Francisco!

Here's a few sneakpeeks into the night's activities:

- \* Shopping exclusive designer collections
- \* Viewing Designer and Model Installations
- \* Enjoying innovative cocktails (created just for you)
- \* Receive holiday shopping reward

In keeping with the Christmas Spirit, we are doing a Clothing Drive for the less fortunate to keep them warm during the winter! Participate by bringing your 'no longer worn' wardrobe and receive exclusive holiday shopping perks!

We look forward to having a great time with you at our Holiday Fashion Soirée.

**CLICK THE LINK BELOW TO RSVP!**

**RSVP**

Fashionably Yours,

Fashion Community Week  
Sustainable Fashion Week  
Fashion Council San Francisco



Newsletter 2:

Subject: Annual Holiday Fashion Soirée just 6 days away!

# FASHION COMMUNITY WEEK

Holiday Fashion Soirée

December 18th

San Francisco



Hello,

Our Annual Holiday Fashion Soirée is just 6 days away and we can not wait for you to join us for some fun, fashion and cocktails at the gorgeous Hotel Zelos!

At our holiday event you will have the opportunity to **shop exclusive designer collections, experience designer & model installations** and **enjoy innovative cocktails** - created just for you!

In the Christmas Spirit we are doing a Clothing Drive for the homeless. Participate by bringing your 'no longer worn' wardrobe and receive shopping rewards!

Limited tickets available. Utilize code: 'fashion' to receive Gift of 20% off at checkout.

**RSVP**

We look forward to having a stellar time with you at our Annual Holiday Fashion Soiree!

*Presenting brands at Holiday Fashion Soiree:*

CARESTE



MAVETTE.

REIN

"You can have anything you want in life if you dress for it" - Edith Head.

Fashionably Yours,

Fashion Community Week

Sustainable Fashion Week

Fashion Council San Francisco





Newsletter 3:

Subject: Happy New Year!

# FASHION COMMUNITY WEEK



*Happy New Year!*

Our team wishes you an **adventurous**, **ecstatic** and **fashionable** 2020!

"You can have anything you want in life if you dress for it." - Edith Head

Fashionably Yours,

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Newsletter 4:

Subject: Inviting Fashion Designers to Showcase

# FASHION COMMUNITY WEEK

**Invitation to Showcase at our 10th Edition!**



Hello!

We would like to invite you to showcase your Collection at our 10th edition of Fashion Community Week taking place on March (5th- 8th) in San Francisco!

Our platform is designed to take your brand to the next level through exposure to buyers, media, cautious shoppers, and a network of fashion platforms for future opportunities. We have represented, launched and supported fashion designers and

brands from 40 cities worldwide. It will be our pleasure to present your brand at our upcoming Fashion Week this March.

The deadline to apply to participate is on January 31st, 2020. For further details, e-mail us at: **info@fcwsf.org**, or apply through the link below (*the first 20 applicants receive a special GIFT!*).

**Apply Now!**

"I don't design clothes. I design dreams." — **Ralph Lauren**

Fashionably Yours,

Fashion Community Week

Sustainable Fashion Week

Fashion Council

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**Newsletter 5:**

**Subject: SAVE THE DATE: March 5th to 8th - RSVP Open!**

# FASHION COMMUNITY WEEK

**Save The Date: March 5<sup>th</sup> to 8<sup>th</sup>**

**San Francisco**



Hello!

It is with great pleasure that we invite you to our 10<sup>th</sup> edition of Fashion Community Week taking place this March 5<sup>th</sup> through 8<sup>th</sup> in San Francisco. It will be our grandest fashion week to date!

Join us to experience a series of extravagant Fashion Shows & Showroom exhibited by Global & Local Fashion designers, exclusive access to shop the Runway collection that is not yet available in the market place followed by industry conference, networking and celebration parties every evening!

The Early Bird Tickets are currently available for a limited time. We look forward to having a great time with you at our grandest celebration of Fashion Community Week & Sustainable Fashion Week!

## Tickets and Information

"Dress shabbily and they remember the dress; dress impeccably and they remember the woman." —**Coco Chanel**

Fashionably Yours,

Fashion Community Week

Sustainable Fashion Week

Fashion Council San Francisco

[www.fcwsf.org](http://www.fcwsf.org)



Newsletter 6:

Subject: Early Bird Tickets for Fashion Week 2020!

**FASHION**  
COMMUNITY WEEK  
GET READY FOR THE

# FASHION EVENT OF THE YEAR

Early Bird Ticket Sale  
10<sup>th</sup> Edition of Fashion Community Week  
March 5-8  
San Francisco

**BOOK YOUR SEAT NOW**



**Hello Fashionista,**

**We are very excited to welcome you this Spring to the grandest fashion affair in San Francisco: the 10<sup>th</sup> Edition of Fashion Community Week!**

Here is a brief preview of the 'happenings' of each day of the event:

- **March 5<sup>th</sup>:** Our opening evening will kick-off with an informational Fashion Conference & Industry Startup presentation, focusing on the Future of Fashion.
- **March 6<sup>th</sup>:** This premier evening commences with a cocktail reception followed by an exquisite fashion show featuring One of a Kind Designs & Pret-a-Porter collections, concluding with an after-party.
- **March 7<sup>th</sup>:** Our most glamorous evening begins with a Red Carpet reception, continuing onto an extravagant International Designs & Couture Collection show and showroom, followed by a celebration party!
- **March 8<sup>th</sup>:** The final afternoon begins with a Designer & Model Exhibition followed by an opportunity to shop featured Fashion Week designer pieces (not yet available in the market), concluding with a closing Fashion Week gathering.

Early Bird tickets are available for a limited time only:

#### **Tickets and Information**

We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion Community Week & Sustainable Fashion Week!

*"Fashion is about dressing according to what's fashionable;  
style is more about being yourself."*

*~ Oscar de la Renta*

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Newsletter 7:

Subject: Fashion Conference & Industry Start-up



Hello Fashionista,

The opening evening of the 10<sup>th</sup> edition of Fashion Community Week is kicking off on March 5<sup>th</sup> with a Fashion Conference & Industry Start-up Presentation, focusing on the Future of Fashion.

**The evening begins at 5pm with industry networking over light bites and beverages from specialized local brands. At 5:45pm, selected Fashion startups will present their innovative brands to investors and industry professionals.**

**Next, at 7pm, the event transitions into an informational panel discussion with Fashion Industry tycoons and investors discussing the Future of Fashion. Come join us for an insightful evening to network with fashion industry professionals and build business opportunities!**

#### **Tickets and Information**

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion Community Week & Sustainable Fashion Week!**

*"Fashion fades. Style is eternal."*

*~ Yves St. Laurent*

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**Newsletter 8:**

**Subject: One-of-a-Kind Designs & Ready-to-Wear Show**



**Hello Fashionista,**

**The opening evening of our Spring Runway show is taking place on March 6<sup>th</sup>, debuting One of a Kind Designs & Ready-to-Wear collections at the newly renovated Clift Royal Sonesta Hotel.**

**This evening of intrigue and style will commence with a social hour and cocktail reception. The highlight of the evening will be an exquisite Fashion show featuring brand new collections, followed by a grand celebration after-party featuring live music.**

**[Tickets and Information](#)**

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion  
Community Week & Sustainable Fashion Week!**

*"Fashion is the armor to survive the reality of everyday life."  
~ Bill Cunningham*

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Newsletter 9:

Subject: 48-HR SALE for Valentine's Day!

# FASHION COMMUNITY WEEK

**BUY ONE, GET ONE!**

**March 5-8, 2020**

**San Francisco**



Hello,

This year, for Valentine's Day, get a special gift on us:

With the purchase of any ticket for March 5<sup>th</sup>, 6<sup>th</sup> or 7<sup>th</sup> for Fashion Community Week, receive a *complimentary ticket* for the closing event on March 8<sup>th</sup>!

**This offer is valid only on Valentine's Day (February 14<sup>th</sup>) and tickets are limited, so reserve your seats immediately.**

**RESERVE NOW!**

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion Community Week & Sustainable Fashion Week!**

*"Fashion is the armor to survive the reality of everyday life."*

*~ Bill Cunningham*

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Newsletter 10:

Subject: International Couture Show - Early Bird ends tonight!

# FASHION COMMUNITY WEEK

International Couture Show & Showroom  
March 7th 2020  
San Francisco



Hello,

The grandest Spring event in San Francisco takes place this March 7th at the majestic Fairmont Hotel, featuring brand new high-end designer collections from four continents!

This evening of sophistication and high fashion commences with a VIP red carpet reception, accompanied by delicious signature cocktails and exclusive showroom presentation. The highlight of the evening then takes place with an extravagant fashion show to set the stage on fire, displaying magnificent creations from around the globe. Finally, a celebration after party will continue into the night at the chic 'members only' club Modernist.

[Tickets and Information](#)

**The limited Early Bird ticket sale ends today (Friday 21st) at midnight. We look forward to having a great time with you at Fashion Community Week!**

*"I really do believe that art changes the landscape of the world."*

*~ Marc Jacobs*

Fashionably yours,

Fashion Community Week  
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Newsletter 11:

Subject: Fashion Installation & Shop the Runway, this Women's Day!



**Hello!**

**The closing afternoon of Fashion Community Week & Sustainable Fashion Week takes place on March 8<sup>th</sup> at the sensational Hotel Zelos, with a "Shop The Runway & Meet The Creatives" event.**

***On the occasion of March 8<sup>th</sup> being International Women's Day, bring your "special someone" on us, with any ticket purchase for this day!***

**Get mesmerized by the experience of viewing 'Designer and Model installations'!**

**This event features an exclusive opportunity to view and reserve brand new designer collections not yet available in the marketplace. The afternoon will follow with meeting the 'creatives' behind the masterpiece designs and connecting with influencers and models.**

#### **Tickets and Information**

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion Community Week & Sustainable Fashion Week!**

*"Style is a way to say who you are without having to speak."*

*~ Rachel Zoe*

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Newsletter 12:

Subject: Revealing Fashion Designers for upcoming Fashion Week!

# FASHION COMMUNITY WEEK

**Fashion Designers Reveal**  
**March 5-8, 2020**  
**San Francisco**



It is our great pleasure to present the prestigious designers of the 10<sup>th</sup> edition of our upcoming Fashion Community Week from March 5<sup>th</sup> through 8<sup>th</sup> in San Francisco: these creatives are joining us from Europe, Asia, Africa, Oceania, and the Americas!

The local and international creatives will present Ready-to-Wear, Evening Gowns, Haute Couture, Street Style & Sustainable Collections for both men's and women's wear. Each brand new exhibited collection can be purchased "hot off the runway" through our unique Shop The Runway platform.

Join us as we make history in San Francisco by bringing fashion from *each continent* next week, curated specially for your viewing and shopping experience!

**Tickets and Information**

*Receive a 15% discount on us by using code 'community' at check-out on all tickets.*

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion  
Community Week & Sustainable Fashion Week.**

*"Elegance is not standing out, but being remembered."*

*~ Giorgio Armani*

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Newsletter 13:

Subject: 30% off until tickets last!

# FASHION COMMUNITY WEEK

**30% OFF ALL TICKETS!  
FOR 24 HOURS ONLY  
March 5-8, 2020  
San Francisco**



**FASHION  
COMMUNITY WEEK**

**30% OFF  
ON ALL TICKETS (24 hrs)  
Tuesday, 3rd March ONLY**

**Fashion Community Week 2020  
March 5th – 8th**

**FCWSF2020.EVENTBRITE.COM**

**utilize code *fabulous* to receive 30% discount**

**Hello!**

**We are very excited that our 10<sup>th</sup> edition of Fashion Community Week is right around the corner. With the event taking place in San Francisco from March 5<sup>th</sup> through 8<sup>th</sup>, we have a limited number of tickets remaining and are closing ticket sales early this season.**

**As an additional incentive, reserve your spot now and get a 30% discount on us for ALL event tickets this Tuesday (March 3<sup>rd</sup>) or until they last.**

**BUY NOW!**

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion  
Community Week & Sustainable Fashion Week!**

*"Always dress like you're going to see your worst enemy"*

*~ Kimora Lee*

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Newsletter 14:

Subject: One Day until San Francisco's Grandest Fashion Affair!

# FASHION COMMUNITY WEEK

10<sup>th</sup> Edition  
Fashion Community Week  
March 5-8, 2020  
San Francisco



Hello Fashionista,

The 10<sup>th</sup> edition of Fashion Community Week is just 1 day away and we are so excited to welcome the Spring season with you at the grandest fashion affair in San Francisco!

Here is a brief preview on the 'happenings' of each day of the event:

- **March 5<sup>th</sup>:** We are kicking off our first day at Spaces with a Fashion Tech Conference & Startup presentation, focusing on the future of fashion.
- **March 6<sup>th</sup>:** Opening runway show is taking place at the striking Clift Royal Sonesta Hotel featuring One of a Kind Designs & Ready to Wear collections, followed by after party with live music at Redwood Room.

- **March 7<sup>th</sup>:** The glamorous evening is held at the majestic Fairmont Hotel spotlighting International designs & Couture collections fashion show & showroom, followed by a celebration after-party at The Modernist!
- **March 8<sup>th</sup>:** Our final afternoon culminates at the gorgeous Hotel Zelos with a Designer-Model installation and opportunity to shop Runway collections and meet the creatives, followed by closing lounge party.

**We look forward to having a great time with you at our 10<sup>th</sup> edition of Fashion Community Week & Sustainable Fashion Week!**

**Tickets and Information**

***Receive a Gift of 15% on us! Utilize code: 'community' at check out.***

*"Fashion is not necessarily about labels. It's not about brands. It's about something else that comes from within you."*

*~ Ralph Lauren*

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Newsletter 15:

Subject: Fashion Tech Conference today!

# FASHION COMMUNITY WEEK

Industry Conference and Start-up Presentation  
March 5, 2020  
San Francisco

## PRESENTING BRANDS AND PANELISTS



**YULIYA RAQUEL**  
CEO COUTURME



**ADAM GORDON**  
VENTURE CAPITALIST



**SHARON MILER**  
CEO RENCENTER



**NICK ZALDASTANI**  
VENTURE CAPITALIST



**LAYA ADIB**  
CEO SHOPLOOK



**GREG MOORE**  
CEO BODYBLOCK AI & FIT3D



**OH TEPMONGKOL-WHEATON**  
CEO OHZONE



**PO ON YEUNG**  
MODERATOR

**Hello!**

**We are kicking off Fashion Community Week this evening with an Industry Conference and Start-up Brand Presentations focused on the 'Future of Fashion'.**

*The first part of the evening is presented by lucrative CEOs of fashion technology and innovative brands, that are making a large impact in the industry.*

*The second part of the evening is a panel discussion formed by venture capitalists and industry tycoons sharing their expertise about the industry and its future!*

*Join us earlier for networking, light bites and wine.*

**A limited number of tickets are still available! Secure your spot with 15% off using the code 'community' at checkout.**

**BUY NOW!**

**We look forward to having a great time with you at the 10<sup>th</sup> edition of our Fashion Community Week & Sustainable Fashion Week!**

*"The joy of dressing is an art."*

*~ John Galiano*

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Newsletter 16:

Subject: Opening night of Spring Runway show today!

# FASHION COMMUNITY WEEK

**One of a Kind Designs & Ready-to-Wear Runway Show**  
**March 6, 2020**  
**San Francisco**



**Hello!**

**You are cordially invited to the opening evening of our Spring Runway show featuring One of a Kind Designs and Ready-to-Wear collections at the striking (and newly renovated) Clift Royal Sonesta Hotel.**

*The evening commences with a social hour and creative cocktails. The highlight of the evening takes place next with an exquisite fashion show featuring brand new designs by local and international designers from four continents! A celebration after-party with live music continues into the evening.*

**A limited number of tickets are still available - secure your seat with 15% off using the code 'community' at checkout!**

**BUY NOW!**

**We look forward to having a great time with you at the 10<sup>th</sup> edition of our  
Fashion Community Week & Sustainable Fashion Week!**

**PRESENTING THE FASHION DESIGNERS FOR THIS EVENING:**

*GENARO RIVAS*  
PERU

THE  
WOVEN  
THREADS

 TOM FOOLERY

SAGA DO ROSE

  
MERON  
ADDIS ABABA

**ESSIE**  
APPAREL

*"Fashion should be a form of escapism and not a form of imprisonment."  
~ Alexander McQueen*

**Fashionably Yours,**

**Fashion Community Week  
Sustainable Fashion Week  
Fashion Council San Francisco  
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Newsletter 17:

Subject: International & Couture Runway show tonight!

# FASHION COMMUNITY WEEK

**International & Couture Runway Show + Showroom**  
**March 7, 2020**  
**San Francisco**



**Hello!**

**You are cordially invited to the majestic Fairmont Hotel to experience High-End International & Couture Design collections on the runway and showroom today.**

*The evening commences with a VIP Gold reception and social hour with signature cocktails. The focus of the evening then begins with an exotic showroom presentation followed by International Designs & Couture runway show! A glamorous celebration after-party continues into the night at the private members club, The Modernist.*

**A limited number of tickets are still available - secure your spot with 15% off using the code 'community' at checkout!**

**BUY NOW!**

**We look forward to having a great time with you at the 10<sup>th</sup> edition of our Fashion Community Week & Sustainable Fashion Week!**

**PRESENTING THE FASHION DESIGNERS FOR TODAY:**



*"Fashion is what people wear and not only what you see on the runway."*

*~ Karl Lagerfeld*

**Fashionably Yours,**

**Fashion Community Week  
Sustainable Fashion Week  
Fashion Council San Francisco  
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Newsletter 18:

Subject: Shop The Runway & Meet The Creatives!

# FASHION COMMUNITY WEEK

**Shop The Runway & Meet The Creatives**  
**March 8, 2020**  
**San Francisco**



**Hello!**

**Join us this afternoon at the striking hotel Zelos to celebrate the final day of the 10<sup>th</sup> edition of Fashion Community Week!**

**It is an exclusive opportunity to view and reserve brand new designer pieces not yet released in the marketplace and a chance to meet the 'masterminds' behind the collections.**

***The afternoon commences with a 'meet and greet' cocktail hour followed by a 'Designer & Model' installation exhibiting new season collections. The afternoon concludes with a Fashion Week closing lounge event.***

**On the occasion of International Women's Day, we are offering a 'gift': with every ticket purchase for today's event, you may invite a plus one to accompany you!**

**BUY NOW!**

**We look forward to having a great time with you at the 10<sup>th</sup> edition of our  
Fashion Community Week & Sustainable Fashion Week!**

*"Fashion has to reflect who you are, what you feel at the moment and where  
you're going."*

*~ Pharrell Williams*

**Fashionably Yours,**

**Fashion Community Week  
Sustainable Fashion Week  
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Newsletter 19:

Subject: A heartfelt Thank You from our team!

# FASHION COMMUNITY WEEK

Thank you  
for being an important part of  
Fashion Community Week!



**Hello!**

We would like to convey a heartfelt 'Thank You' from our Fashion Community Week team to everyone who participated and supported the event this past week and made it a resounding success!

A special thank you to our Fashion Designers, Models, Beauty Artists, Media, Photographers, Videographers, Exhibitors, Partners, Speakers, and Attendees - our 10<sup>th</sup> edition of Fashion Community Week would not have been possible without all of you! Stay tuned to our social media to view all the upcoming highlights from the show.

As part of our mission to continue supporting the dreams of Emerging fashion talents from around the globe, we have embarked on an 'Indiegogo campaign'. This campaign will offer opportunity to 10 incredibly talented but underrepresented fashion designers to launch their business in the industry.

**Find out more about how you can contribute and make a difference by visiting the link below and sharing our campaign with your family and friends. Your support is much appreciated!**

**[Contribute Now!](#)**

**We had a wonderful time with all of you and look forward to seeing you at our Fall edition of Fashion Community Week 2020!**

*"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening."*

*~ Coco Chanel*

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