

# V A F A S H I O N W E E K 2011

## Mission Statement

VA Fashion Week was founded with a tri-fold purpose; to promote Virginia's talented designers, models, and artists; to promote the economic development of the region by focusing on nurturing the creative class especially those involved in fashion and beauty oriented businesses as well as in the arts; and to partner with regional charities to create awareness and encourage community involvement.

VA FASHION WEEK is now seeking:

- \*Primary Sponsors
- \*Vendors
- \*Exhibitors
- \*Featured Designers
- \*Emerging Designers

*Join us now and be a part of our year round marketing plan!*

**November 9-13, 2011**  
**[www.vafashionweek.net](http://www.vafashionweek.net)**



# VAFW 2011

In 2007 Splash Model Management introduced the first "Virginia Fashion Week" presenting NY style fashion shows to standing room only crowds. With each year, we have expanded our horizon, and raised our standards. For 2011, our goal is to continue to grow with our aim to be the premiere fashion event between New York and Miami! We will feature exciting new designers, celebrities, and media striving towards our vision of VA becoming a fashion and arts destination. Here are a few of the things to expect from VAFW 2011:

❖ *Top entries in the Bra-ha-ha will be featured on the runway at Virginia Fashion Week in a cross-promotion with the Chesapeake Regional Medical Center.*

❖ *We plan to feature a bridal & formal wear fashion show as our grand finale on Sunday November 13. This will be two-three months prior to the other major bridal shows in the area and the main focus will be the fashion & styling aspects of the wedding as well as the parties and honeymoon.*

❖ *Splash Model Management, founding company behind VA Fashion Week, is now a part of The Network For Good, a cooperative network of modeling agencies world wide. The Network founders and many of the models and agents will be featured on a national TV show "REMODELED" which has been picked up for a minimum of 8 episodes to air on the CW TV Network beginning in January 2012.*

❖ *We will be featuring incredible new design talent and stunning new models in addition to returning favorites. The diverse collections this year will be nothing less than spectacular.*

VA Fashion Week is seeking primary sponsors, patrons, and exhibitors to come on board. The sponsors at the top levels will be included in all advertising, PR, media and press kits throughout the year. Their product or logo will be featured in future posters and fliers. In addition, our primary sponsors will be seen in videos and other materials documenting VA Fashion Week. We still have opportunities available for a title sponsor at the highest level.

❖ *Here are some comments on our shows:*

**Niko Hamm** "We were impressed by the professionalism of the models and the construction of the designer's garments. We felt as though New York Fashion Week had come to Virginia Beach.."

**Evie Mansfield** "I was soooooo impressed and totally overwhelmed. I have NEVER seen a show like that--especially in VA. "

**Desirai Dawson-Tolbert, HER Enterprise Group, LLC** " VAFW was spectacular!! Your hard work & diligence paid off. Thank you for allowing me to experience the excitement as well. I look forward to next years event!!"

**Rico Corpez of Joseph Hair Salon** "I felt like I was in LA, London, or Italy. The way the clothes were put together, if felt European,"



# VA FASHION WEEK

## SCHEDULE FOR 2011

Check website [vafashionweek.net](http://vafashionweek.net) for details and updates as some events are subject to change

### VA Fashion Week Fall 2011 Events

#### Shows at Norfolk Waterside 333 Waterside Dr. Norfolk 23510

**Wednesday November 9: 6-8:30pm YOUTH ARTS NIGHT:** VAFW begins with an evening of fashion featuring regional teens, with an emerging designer competition especially for students ages 13-20 and our catwalk competition aimed at discovering a future superstar model also for ages 13-20.

**Thursday November 10: 6-9 pm CASUAL THURSDAY** features top regional Urban Wear, Surf & Skate, Beach Casual, and more. A fun, high fashion event spotlighting some of the lines that VA is known for. The evening will also feature our annual competition for hair stylists, makeup artists, and overall wardrobe stylists. High energy shows!

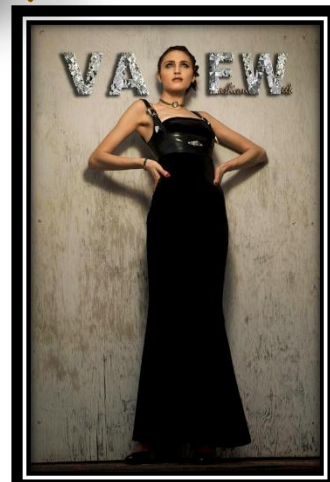
**Friday November 11: 6-9 pm EMERGING DESIGNER COMPETITION.** The best emerging designers on the East Coast will each show 5-8 outfits competing for prizes, recognition & promotion. Featured designer finale will feature past winners and runners up in our competitions.

**Saturday November 12: 2-4:00pm KIDS FASHION!** Top children's wear designer plus children's boutiques feature kids clothes from casual to formal. Final show will feature models of all ages. We'll also showcase art by and for young people.

**Saturday November 12 : 6-9:00pm COUTURE DESIGNERS** from VA and Around the World . Opening Reception will start at 6 followed by our premiere guest designer collections. Featured Couture Designers. Followed by after party

**Sunday : November 13\* 2-4:30pm BRIDAL & FORMAL Fashions.** For the first time, VAFW will present a Bridal show featuring bridal & formal fashions including wedding gowns, bridesmaid gowns, men's formals, children's formalwear as well as honeymoon attire, cocktail attire and lingerie. The final scene will be an "Artists Vision: Fantasy Wedding Attire" featuring a bridal look from many of our top couture designers.

We will offer a special deal for Bridal vendors as well!



**splash**  
MODEL MANAGEMENT

**RGP**

CookieDough LTD

THE NETWORK



Visual Dialects



[www.vafashionweek.net](http://www.vafashionweek.net)  
[info@vafashionweek.net](mailto:info@vafashionweek.net)

# VA Fashion Week

## BRIDAL EXHIBITORS

### SPONSOR \$1500- \$2500 (10 Available):

- LOGO Inclusion: Flyers, Website, Social Networking Sites, Posters, Major Print Ads
- EXHIBITOR TABLE at all major fashion shows during the week: NOTE-Exhibitor area is open to general public while curtained off fashion show area will be open to ticketed guests only!
- EVENT PROGRAM (1 Half Page advertisement)
- NUMEROUS mentions throughout event
- SLIDESHOW/Video playing presentation, logos, or ads as negotiated and provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 4-6 Tickets to all events

**VENDOR/EXHIBITOR Show and sell your business at VA Fashion Week! All exhibitors will have 8'x10' space inside Norfolk Waterside. Exhibitor spaces will be in open area of the first floor court overlooking the water. All visitors to the Waterside will be allowed to browse exhibitor spaces while only ticketed guests will be allowed in private tented area to view fashion shows. All exhibitors also receive:**

- NAME OR LOGO w/ LINK Inclusion: Website
- NAME & 3 line of copy (website, phone or email, etc)in Program/Magazine
- EXHIBOR SPACE will be open to general public at Norfolk Waterside , fashion shows to ticketed guests only
- 2 VIP Access to all events

**\$200 Sunday Afternoon Bridal Shows Only**

**\$550/3 Days-includes Friday, 2 shows on Saturday, & Sunday Bridal**

**\$700/ All 5 Days of Norfolk Event**

**(Extra Costs: Table with 2 chairs \$25, Extension Cord \$25)**

### VA FASHION WEEK TICKETS:

- WEEK LONG DELUXE VIP PACKAGE (Seating in front row, gift bag, after party admission) \$125
- WEDNESDAY NIGHT TEEN SHOWS GEN ADM \$10 VIP \$20
- THURSDAY NIGHT CASUAL WEAR SHOWS GEN ADM \$10 VIP \$20
- FRIDAY NIGHT DESIGNER EVENTS GEN ADM \$20 VIP \$40
- SATURDAY AFTERNOON KIDSWEAR GEN ADM \$10 VIP \$20
- SATURDAY NIGHT COUTURE SHOWS GEN ADM \$20 VIP \$40
- SUNDAY BRIDAL SHOW GEN ADM \$10 VIP \$20

20% DISCOUNT ON TICKETS FOR GROUPS OF 10 OR MORE. EMAIL [ann@vafashionweek.net](mailto:ann@vafashionweek.net)

# 2011 BRIDAL APPLICATION/AGREEMENT

Please fill out this application and fax THIS PAGE ONLY to 757.282.7669 or scan and email to [vafw@splashmodel.com](mailto:vafw@splashmodel.com).

Application can also be mailed with payment to: "VA Fashion Week" 3419 Virginia Beach Blvd. #149 Virginia Beach, VA 23452. Payment in full may be made now or we will accept a \$100 minimum deposit with the balance due by June 1, 2010. Deposits are non-refundable unless collection is not accepted by the management. Payment can be made online by paypal at [www.vafashionweek.net/payments.html](http://www.vafashionweek.net/payments.html) or by mailing check or money order with application. Applications without payment and pictures or link to website will not be considered.

Briefly describe your collection: \_\_\_\_\_

Do you currently have a website with pictures of your designs? \_\_\_\_\_

If so, please neatly print the URL: \_\_\_\_\_

How many outfits do you plan to show: \_\_\_\_\_

- ❖ \_\_\_\_\_ Basic Bridal Entry
- ❖ \_\_\_\_\_ Basic Entry with Clothing Rack

Please list any special requests you may have: \_\_\_\_\_

Clothing Sizes/Requested Model Sizes: \_\_\_\_\_

(Most VA Fashion Week Female Models will be sizes 0-6 and between 5'8 and 6', males will be sizes 38-42 jacket, 30-33 waist and between 5'11" and 6'3")

*Professional Models for VA Fashion Week will be provided by Splash Model Management and selected by the producers. If designer wants to hire any models featured in VA Fashion Week, for any other purpose, designer must agree to contact Splash Model Management to do so. If designer wishes to bring any other models to walk in VA Fashion Week other than those selected by the producers and by Splash Model Management, designer must get prior approval of each model. If designer wants to bring any assistants backstage during event, designer must list such by name at least 2 weeks prior to event. VAFW staff reserves the right to refuse admission to any individuals who have a known history of creating disturbances among the staff.*

Notes: \_\_\_\_\_

**Total INVESTMENT:** \$ \_\_\_\_\_

**Deposit** \$ \_\_\_\_\_

**Balance Due** \$ \_\_\_\_\_

## DESIGNER:

*Designer understands that any remaining payments are due in full no later than June 1. In the event of default, designer agrees to pay all costs of collection including attorney's fee in the amount of 33 1/3% of amount in default. Designer shall indemnify, defend and protect VA Fashion Week, it's promoters and producers, including but not limited to Splash Model Management and all representatives and save VA Fashion Week harmless from any and claims, demands, suits, liability damages, loss, costs, attorneys fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the designer or its officers, agents, employees or other representatives. It is the responsibility of designer to maintain insurance on its property and liability.*

*Designer agrees to the terms and conditions described in this proposal.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**CONTACT NAME** \_\_\_\_\_ **Phone** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_