

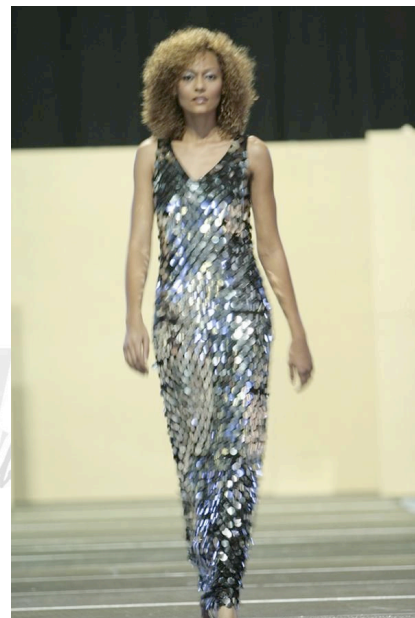
VAFW3 2009

❖ Splash Model Management introduced the first “Virginia Fashion Week” November 2007 presenting NY style fashion shows to standing room only crowds at the Contemporary Art Center of Virginia in Virginia Beach and at Mojo in Norfolk. The event featured 16 spectacular designers, 45 fabulous models, and a professional creative team rivaling that of NY Fashion Week. Attendees included media, retailers, and business owners as well as prosperous consumers from many miles away.

❖ For 2008, VA Fashion Week grew to include shows in four cities: a major force for Virginia businesses and giving back to the community as well! The entire event had a “Green” focus to promote environmental awareness. We offered a “Playbill” styled keepsake program for more prominent and long-term advertising.

❖ For 2009 VA Fashion Week is proud to partner with the Food Bank of Southeastern VA and the SPCA. A percentage of sponsor fees will be donated to these organizations and they will be prominently featured in our events.

❖ We are offering a unique opportunity for our marketing partners to be a key element of our extensive 2009 campaign covering television, internet, radio, magazines, newspapers, printed media, and many specialized promotions.



PLANNED EVENTS OCTOBER 24-31 2009

Check our website www.vafashionweek.net for more details and updates!

Exact days/times/venues may be subject to change

Saturday October 24; 7-9pm Richmond VA Special preview fashion show featuring several top emerging designers showing fashions ranging from urban to couture.

Sunday October 25; 2-4pm Foodbank of Southeastern VA The official launch of VA Fashion Week 3 will take place at the Foodbank Warehouse in Norfolk, VA with a preview fashion show, press conference, meet & greet, and cocktail party.

Saturday-Thursday : VA Fashion Week will present a series of shows in various cities throughout the state featuring prominent boutiques and designers. Some will be evening shows in the 7-9 time frame, others luncheon shows or business "After Hours" events. All will include advertising and promotion for the upcoming weekend events.

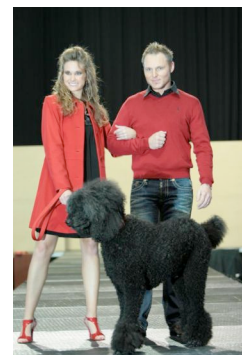
Wednesday Evening October 28, 6-9pm Central 111 Virginia Beach: Hairstylist competition & hair fashions show followed by after party

Friday Evening October 30, 6-9pm Sheraton Virginia Beach Oceanfront: VAFW celebrates up and coming designers in a series of fashion shows. The SPCA will be the designated benefactor of Friday's shows with "live" pet adoptions. The finale will be the national debut of Johnathan Kayne's Kayne-9 Collection" featuring pets from the SPCA available for adoption!

Saturday October 31, Noon-2pm Sheraton Virginia Beach Oceanfront : Student designer competition & judging.

Saturday October 31, 2:00-6pm Sheraton Virginia Beach Oceanfront : Designer Showcase continues spotlighting couture and ready-to-wear designers from VA, the US and abroad. Shows will feature an entire spectrum of fashion for both women and men. Highlights will include celebrity designers. There will be several "intermissions" between shows where guests will be directed to sample food/beverage offerings and visit exhibitors.

9:00pm-Midnight Sheraton Virginia Beach Oceanfront: Special Halloween after party for models, designers, producers, sponsors, press, and invited guests will be a costume ball! Come as a ghoulish goth, a colorful character, or a fabulous fashionista!



THE VA FASHION WEEK TEAM

Ann Leister is the owner and director of [Splash Model Management](#) and has produced or co-produced multiple bridal fashion shows; a fashion show for Operation Smile, featuring gowns donated by designers including Versace, Missoni, and Moschino; as well as fashion shows for various organizations in Southeastern VA. In addition, she has cast actors and models in regional and national commercials, TV shows, magazines and ad campaigns. She has a BA from The College of William & Mary and experience in real estate, advertising, human resources, video production, and the arts. Having attended and studied fashion events in New York including Mercedes Benz Fashion Week, Washington DC, Las Vegas, Los Angeles, and Miami, Ann created the concept that has become VA Fashion Week as a way to bring NY style fashion shows to the Hampton Roads area and to spotlight the design talent that calls this region home. For 2009, Ann is taking the creative reigns and working with each designer to make every show a unique experience and every featured designer a "star"!

Ron Cooke is a nationally recognized fashion coordinator and stylist to celebrities having produced fashion shows during New York's Fashion Week as well as in DC, Atlanta, and other regions. His company [Rogue Productions](#) has worked with world renown designers, politicians, athletes, musicians, and actors. He is also an established stylist having dressed an assortment of today's hottest celebrities for various national magazines, commercials, and events. Ron will be producing and coordinating the Richmond shows as well as working with Ann on many other aspects of VA Fashion Week.

Chris Wilmer has been in the entertainment and fashion industry for over 20 years, working and residing in over 26 cities around the world. He has appeared in movies, television, magazines, catalogs, billboards, store fronts, commercials, music videos, and runways worldwide. He is also Style Editor for "V Magazine for Women" and Director of Miss Virginia United States. Chris will be coordinating individual boutique shows in cities across VA during VA Fashion Week as well as working with Ann in producing a very special show for Johnathan Kayne.

Maria Boren is a style expert, personal brand consultant & fashion brand developer with a special talent for helping fashion designers in every stage of business build strong brands based on proven business strategies. Maria has a BS in Business Management and an MBA with a focus on entrepreneurial marketing. Maria has served as the VP of Marketing for Cornerstone Realty, a NYSE traded company Real Estate Investment Trust and has performed public speaking for a collection of industries including politics, fashion, US defense, technology, real estate, retail & finance/banking. In 2008 Maria launched Life Simplified (www.4simplicitysake.com), taking her love of practical and smart living to another level by helping people who feel stuck in their seemingly dead end lives make smart changes Maria has appeared in Vogue, Fortune, Entertainment Weekly, USA Today, the NY Times, TV Guide and was on NBC, ABC, Fox, E Entertainment News, & the Bravo Channel, and had a long run on the 2nd Season of The Apprentice with Donald Trump. Maria will be a consultant to the staff as well as an emcee for some of the events.

PRESS COVERAGE:

- VA Fashion Week 2009 is starting its marketing strategy NOW with months of promotion prior to each event for MORE PRESS, MORE MEDIA, MORE BUZZ! In January 2009, VA Fashion Week's partnership with the Foodbank of Southeastern VA was covered by ABC affiliate WVEC-TV in a segment featuring a clip from last years runway show. VA Fashion Week is also partnering with the Virginia Beach SPCA and will feature pets available for adoption in a very special runway presentation.
- Advertising will be greatly increased for 2009 as sponsorships are already coming in! Flyer distribution, organized PR, web promotions and special event promotions will began early in the year with radio, TV, and print campaign bombarding the regional airwaves closer to the actual events! A minimum of \$100,000 in advertising will be devoted to promoting VA Fashion Week. In addition, our partner organizations, the Food Bank of Southeastern VA and the SPCA, will be including VA Fashion Week in their advertising as well.
- In 2008, VA Fashion Week provided a collectible "Playbill" style program with pictures, ads, editorial content, as well as the schedule, bios and credits. For 2009 our program with contain a lot more collectible editorial and advertising content including valuable discounts, an editorial fashion spread featuring VA Fashion Week designers as well as interesting articles. The program will be distributed in stores, restaurants and various business locations throughout the region as well as at the actual event.
- The official website www.vafashionweek.net is up and running. Hits to the website during our major promotional events average between 800 and 1000 per day. Logos and links to all our sponsors will be featured on the website. Also www.myspace.com/vafashionweek is up as well showing pictures and video and promoting the sponsors, designers, and contributors. We are also now on facebook: www.facebook.com/splashvafashionweek and on twitter: www.twitter.com/splashvafashnwk. By August 1, 2009 www.vafashionweek.net/tv will be up featuring a series of short video presentations promoting the 2009 event as well as videos of shows from previous seasons.
- Local, regional, and national press will be present at events throughout the year. Press coverage of the 2007 & 2008 events included "The Virginian Pilot", "Link 757", "V Magazine for Women" "Hampton Roads Magazine" "WVEC", "Teen News Now", "Blu Monkey TV", "HamptonRoads.TV", "Metromix", "MIX", "PortFolio", "Versus", "Premier" and other regional and national media. Coverage of the event can still be found on many online blogs and channels. Many of the press clippings are also viewable on the website www.vafashionweek.net. For 2009, we are establishing more media partners in multiple markets.
- Fashion buyers can also apply by email for a free pass to many events. Buyer's will need to provide the name and location of the retail store they will be representing. Special invitations will be sent to prominent regional buyers and boutique owners.

www.vafashionweek.net
vafw@splashmodel.com



All Events for 2009 will benefit:



HAIR COMPETITION

Welcome to the 1st Annual Virginia Fashion Week Hair Design Competition. This years event will host 3 categories to compete in. Entry fee is \$100 per category.

- 1. Hair Cut, Color and Style: This division will be judged on best use of technique in cutting hair, use of color and then finished look. Winners may be asked to demonstrate, or describe their technique in reaching the finished look. All work, including color, must be done solely by the competing stylist.
- 2. Up Do: This division is for an overall up do look. This division must use all human hair, with no exceptions. Adornments may be used but must not dominate the overall look. Models may have **human hair** extensions added to create up do, however, if extensions are added, they will also be judged as part of the overall look. Themed up do's will be allowed, such as Bridal, Prom, Engagement or Party. All will be judged within division 2 and theme must be advised before look is presented.
- 3. Eco Friendly Avante Garde : This division is a ' no holds barred' competition, all stylists may use any means to create the look. However, all looks must be supported solely by the model, no foreign mechanisms or personnel will be allowed to assist the model in wearing the look. Judges will be looking for realism, creativity and function in this extremely creative division. Our theme for this division is Eco Friendly, all decorations, or additions to the hair must support an eco friendly environment. Stylists may use our sponsored charities as inspiration for their designs. Judges may ask you to describe your accents and additions, as well as the products you used to achieve the look. You may choose any theme to represent an Eco Friendly look. All designs must be carried out by the stylist whose name is on the application, however a team effort is allowed in working on the theme and concept.

www.vafashionweek.net
vafw@splashmodel.com

HAIR COMPETITION

RULES & REGULATIONS

- 1. Rules and Regulations:** Competition is open to all hair stylists including those currently employed by salons, freelance stylists, as well as students currently enrolled in a cosmetology school or intern program. All submissions **must** be presented on a live model, **no** mannequins, or styling heads are permitted. All models **must** be dressed appropriately in presentable attire, no vulgarity will be allowed in conjunction with outfits. Dress may be used to enhance an overall look, but will not affect judging criteria. The competition will take place at Central 111, in the Renaissance Shops on Great Neck Road in Virginia Beach. An ID is required for everyone participating in or attending the competition. If a competitor or model is under 21, they will be allowed to enter the restaurant/bar for the competition and will be required to leave after the competition is over. Any guests under 18 must be accompanied by a parent.
- 2.** All competitors in all 3 divisions must do prep work at another location, final touches can be done at the show location. There will be a cut off time for all work to be completed. All entries must be received no later than August 1st, 2009.
- 3.** Entry Fee must accompany all entries, made payable to **VA Fashion Week**. Payment may be made by check or money order or by Paypal payable to vafw@splashmodel.com. Payments can be made online through a direct link by going to www.vafashionweek.net and clicking the link "payments" at the top of the page.
- 4.** Each Salon with participants will receive 4 tickets to the event, any additional tickets must be purchased either in advance or at the door. Each individual Salon location can enter a maximum of 3 stylists in the overall competition. You may enter 1 stylist in each division, or you may enter 3 stylists in 1 division, however each salon wishes to represent themselves. Only 1 substitution will be allowed after the Aug. 1st deadline. Freelance stylists are allowed 1 submission in each category as well. Freelance stylists will receive 1 guest ticket for each category they enter. Any participant who drops out of the competition after Aug 1st, will forfeit their application fee.
- 5.** If any of these rules or regulations are not followed, Virginia Fashion Week has the right to refuse participation in the event and all investments will be forfeited. If you are unsure about something, contact a VAFW representative who can give you more information.
- 6.** VAFW Prizes: Each winner in their respective divisions will receive 1 VIP Pass to all VAFW Events, the Overall winner will receive 2 VIP Passes, the events include all after parties and all fashion shows. Any additional tickets must be purchased. Virginia Fashion Week 2009 will be extensively covered throughout the Hampton Roads area via our media partners. The winning Stylists in each division will have their names announced during the competition and a "Best Overall" winner will be chosen.
- 7.** The Salon and stylist who wins "Best Overall" will have the privilege of styling the hair for one of our Celebrity Designer Fashion Shows to take place during Fashion Week. The winning stylists will receive a trophy for their division and the overall best look will receive a top honors trophy giving bragging rights to the Salon for Best Hair of VAFW 2009. In addition, the winning stylist and Salon will be introduced on stage during our Celebrity Showcase where their trophy will be presented. Winning stylists from each division will be profiled on the VA Fashion Week website as well as announced in a sponsoring publication.

Thank you for your participation in this years event; we look forward to seeing what each Salon will bring to the competition and please contact us with any questions you may have in regards to this years event.

Contact: Ann

Info@vafashionweek.net 757-407-0477

www.vafashionweek.net
vafw@splashmodel.com



HAIR COMPETITION ENTRY FORM

VA Fashion Week/Splash 3419 Virginia Beach Blvd. # 149 Virginia Beach, VA 23452 FAX: 757.282.7669

Entry Fee \$100 Per Division

Salon Name & Address: _____

Stylist Name & Division: _____

Stylist Name & Division: _____

Stylist Name & Division: _____

I agree to abide by the rules and regulations of this competition.

Signature

Date

Print Name

Title

CONTACT NAME _____ Phone _____ Email: _____

Mailing Addr _____

City: _____ State: _____ Zip: _____