

# VA FASHION WEEK

2010

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 2010, our goal is to continue to grow with our primary aim to be the premiere fashion event between New York and Miami! We will feature exciting new designers, celebrities, and media exposure striving towards our vision of VA becoming a fashion and arts destination. Here are a few of the things to expect from VAFW 2010:

❖ *Actor/director Tim Reid (WKRP in Cincinnati, Sister/Sister) and his company New Millennium Studios plan to feature our event as well as the preparation in a documentary style reality show.*

❖ *We will feature a silent auction of clothing, art, and gift certificates to benefit “virginians4haiti” a charity established to rebuild a community devastated by the earthquake.*

❖ *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!*

❖ *Our marketing strategies have been greatly increased to include all types of media as well as personal appearances and promotions with the goal of attracting crowds from all over VA as well as national and international members of the press and fashion community.*

❖ *VA Fashion Week is seeking sponsors, exhibitors, and advertisers to come on board. The sponsors at the top levels will be included in all advertising, PR, media and press kits. Advertisers and exhibitors will have the opportunity to promote their products and services to a fashion savvy audience with many options as to level of investment. We can work with each company interested in participating in VA Fashion Week to find a package that ideally meets your marketing needs.*

❖ *Here are a few comments on our 2009 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!! Thank you for allowing me to experience the excitement as well. I look forward to next years event!!”

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



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

## VA Fashion Week Fall 2010 Events

**Sunday November 7: 3-6pm** Designer fashion shows and cocktail party in Richmond.

**Sunday-Wednesday November 7-10:** Designer and Boutique Shows in various VA cities including Charlottesville, Roanoke, Blacksburg, Virginia Beach.

**Thursday November 11: 6-9pm Aloft Chesapeake\*** VAFW begins the Hampton Roads events with the fall hair/make-up competition, fashion show and party.

**Friday November 12: 5-8 pm "Fashion Night Out";** Numerous stores throughout the state offer special sales, trunk shows, informal fashion shows and treats!

**Saturday November 13: 6-10:00pm Selden Arcade/D'Art Center Norfolk\***

**6:00pm** Opening Reception

**7:00pm** VA's Premiere Designers

**8:00pm** Silent Auction benefiting **virginians4haiti**

**8:30pm** International Designers

**Saturday: 10:00pm Granby Theater/Premiere** After-party.

**Sunday November 14: 5:00-9pm Selden Arcade/D'Art Center Norfolk\***

**6:00pm** Emerging Designer Competition 14 designers show their creations

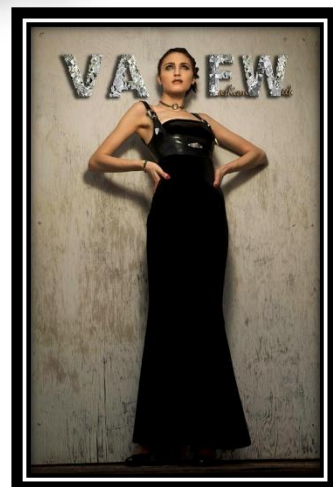
**7:00pm** Catwalk Competition featuring the styles of Vernato

**7:30pm** Rising Stars-Featured Young Designers

**8:00pm** Presentation of Awards for Emerging Designer & Catwalk Competition Winners

**8:15pm** Final Runway Shows Featuring Regional Celebrity Designers

**Sunday: 9:00pm TBA** After-party sponsored and hosted by nearby restaurant.



**splash**  
MODEL MANAGEMENT

THE  
MARKETING  
GROUP LLC

RGP

ECS Events Limited



aloft  
A VISION OF W HOTELS

Visual Dialects

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

# VAFW

ashion week

## THE VAFW TEAM

**Ann Leister** is the owner and director of **Splash Model Management** and has produced or co-produced multiple fashion shows. 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 and other major markets including Mercedes Benz Fashion Week; 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. Ann especially enjoys working with each VA Fashion Week designer to make every show a unique experience!

**Patrick Mamou** Patrick Nolan Mamou heads **The Marketing Group, LLC (TMG)**. Mamou serves the 2010 VAFW team as Marketing Director for state-wide events and as Event Producer for the Richmond segment. Previously, Patrick assisted Ann as Event Producer for the 2008 VAFW Kick-Off Fashion Show at the Virginia Museum of Fine Arts. The surname, Mamou, derives from the name of a Louisiana town. Informally, the phrase the big ma-mou signifies 'the key element' or 'most crucial thing'. TMG has positioned itself as a key element in achieving larger-than-life branding and exposure for a broad spectrum of world-class organizations, products, and events in the region including Crown Royal, Virginia First Financial, YMCA, and The Big Apple Classic.

**Ron Cooke** is a nationally recognized fashion coordinator and stylist 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 several of the designer shows, as well as working with Ann on many other aspects of VA Fashion Week such as fittings, rehearsals, and backstage activities.

**Lilly Rusco** Lilly Rusco is founder and CEO of **ECS Events Limited**, a full-service marketing and special events firm. "We service clients throughout Hampton Roads and the Commonwealth, and other states, offering special event design and production for large scale production and smaller gatherings-including corporate affairs, product launches, charity galas and private social events, all with imaginative decor, customized gourmet cuisine and unparalleled service." Lilly and Ann have worked together on previous fashion events including the 2007 VA Fashion Week. Lilly will be involved both in the set-up, planning, and staging.

**Kim Alley** was scouted by the Ford Modeling Agency in New York City, and stayed with Eileen Ford for several months to compile her portfolio. Traveling through Europe as a fashion model, Kim set the stage for her success by landing high profile campaigns and was featured in such top fashion magazines as French Vogue, Italian Bazaar, and Elle. Kim's career transformed in 1995, when she was asked to work at Paris USA Models in New York, this time as an agent. She continued to work as an agent for other companies in New York for another ten years. Currently Kim specializes in placing models with top NY agencies and will be working with Ann in advancing the careers of the models of VA Fashion Week.

**Tim Reid**, Emmy-nominated actor, director and producer, has been a mainstay in the entertainment industry. He came to fame as "Venus Flytrap," on "WKRP in Cincinnati" and in many other television series, including "Simon & Simon," "Frank's Place," and "Sister, Sister." In addition Reid has written, directed and produced for TV and film. In 1997, Reid took a giant step as Founder and President of New Millennium Studios in Petersburg, Virginia, becoming a major player in the business of independent movie making.

*Specific details may be revised as circumstances may dictate.*

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## **A Few Of The Celebrated Designers For 2010**

VAFW will soon announce several additional celebrity designers for 2010!

### **Lili Forrest "Deviations"**



Lili Forrest began her career with the very successful label "Deviations Dress in Peace" and counts celebrities as her clientele including Beyonce, Paris Hilton, Cher, Diana Ross, Pink, Mandy Moore to name a few. She has had clients on the red carpet at the Grammy's, the Emmy's, the MTV Awards as well as having her designs worn in TV series from "Ugly Betty" to "Beverly Hills 90210" and in numerous music videos and movies. This year she will debut her newly revived "Deviations" line celebrating all that is fun and daring in a woman.

### **April Spring "Foxers"**



Clothing design and manufacturing have been a lifelong dream for April. In 2004 she followed her husband to Malaysia and used the opportunity to study fashion illustration. April was invited to show her first collection at Silk Week in Hang Zhou, China. In addition to her couture collection, April created "Foxers" women's underwear with the waistband design from men's boxer shorts. Essentially they serve as a way for women to have the comfort and style of boxer shorts but still look and feel sexy. In a little over a year, "Foxers" has gone from start-up to national distribution being the exclusive outfitter for the Lingerie Football League! Celebrity fans include Beyonce, the Backstreet Boys, and Jordin Sparks.

### **Michael Taylor**



"Michael Taylor Couture" was born in Richmond, VA when its 2006 spring collection was unveiled. The business sprang forth from 7th Avenue in New York City where owner Michael Taylor spent 16 years at his previous fashion firm specializing in women's and men's custom fit designer garments. Recently Michael had the privilege of outfitting several prominent women for the 2009 Presidential Inauguration and Ball. Michael has an extensive background in fashion and has served as an adjunct professor at Parsons School of Design, the Fashion Institute of Technology, VCU, and now at VSU. He currently creates his couture gowns in his studio and shop in Richmond.

### **Matthew Cashe**



"Matthew Cashe is an award winning, Trinidadian born designer specializing in Men and Women's day and evening wear using only the finest mix of fabrics with the detailing and finishes of a master tailor. His garments are exquisite and defy description, his client list is a who's who in Hollywood! . The actress Dalia Phillips (Akeelah and the Bee) wore one of his elegant designs to the 2006 Oscars. His designs have graced many "red carpet" events. Be prepared to be amazed by one of the greater New York area's best kept secrets in haute couture..

### **Mikasa La'Charles**



A graduate of the College of William & Mary who interned in Paris , Mikasa was the winner of last years student designer competition. Now working for A.K.O.O. and Play Clothes designs as well as working freelance as a stylist and designer, Mikassa is creating her own couture line to debut at VA Fashion Week 2010. Her designs are highly original and include everything from swimwear to evening and cocktail dresses, from the very wearable to the spectacular couture meant to dazzle! We look forward to a dazzling show from emerging star Mikasa La'Charles!

Other lines expected to show include Cecelia Perez from Columbia, now residing in Miami; Varela Lamar from Panama; Azi Blas from Richmond; Sylvia Hill from Hampton; Cheryl Altshuler from Columbia, MD, Brehon Williams from Chesapeake. We anticipate a total of 20 designers.

*Specific details may be revised as circumstances may dictate.*

# VAFW

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## **PRESS COVERAGE:**

- For 2009 our program was included as an integral part of “VA Fashion Magazine” a “Playbill” sized (5.5”x8.5”) magazine containing collectible editorial and advertising content, valuable discounts, an editorial fashion spread featuring VA Fashion Week designers and models as well as articles including coverage of NY Fashion Week shows at Bryant Park. The magazine/program is strategically available in stores, restaurants and various business locations throughout the region as well as offered to all guests at the actual event. It is also available in its entirety as an online download ([www.vafashionmagazine.com](http://www.vafashionmagazine.com)) . We plan to continue and expand the magazine for 2010 with a new design layout, more editorial / advertising content, wider distribution throughout the mid-Atlantic region.
- This season behind-the-scenes production of VAFW will be featured in a docu-reality show produced by actor/director Tim Reid (WKRP in Cincinnati, Sister Sister) and his company New Millennium Studios. Several events, auditions and interviews have already been shot for this special feature.
- The official website [vafashionweek.net](http://vafashionweek.net) has been continuously up and running with hits during our major promotional events averaging between 800 - 1000 per day with a current total hits of over 110,000. Logos and links to all our sponsors are featured on the website. We have sites on Facebook, Twitter, and YouTube with a combined following of over 10,000:  
[facebook.com/splashvafashionweek](https://facebook.com/splashvafashionweek)  
[facebook.com/pages/VA-Fashion-Week/219431368789](https://facebook.com/pages/VA-Fashion-Week/219431368789)  
[twitter.com/splashvafashnwk](https://twitter.com/splashvafashnwk).  
[www.youtube.com/vafashionweek](https://www.youtube.com/vafashionweek)
- Local, regional, and national press coverage have 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. A major editorial spread in the August/September 2009 issue of “VA Beach Woman” was followed by several articles in “The Virginian Pilot” and “Seven Cities”. For our most recent article, visit  
<http://hamptonroads.com/2010/04/virginia-fashion-week-host-catwalk-competiton>.
- Coverage of the earlier events can still be found on many online blogs and channels using Google search. Many of the press clippings are also viewable on our website [vafashionweek.net](http://vafashionweek.net). For 2010 we are establishing additional media partners in multiple markets.

# VAFW

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Advertising for VAFW 2010 will greatly be increased this year with new and exciting branding opportunities. Our goals for advertising include a budget of approximately \$19000 with a large portion being provided by sponsorships. In addition, we will have media partners offering both advertising and “live” promotions as part of a media trade-off. In addition to radio, print and web promotions, VAFW 2010 will now include TV commercials produced and run in the weeks prior to our fall fashion week. In each market we are planning a multi-media advertising campaign featuring ads in major magazines and newspapers along with multiple web and video productions offering primary sponsors increased exposure, branding, and marketing.

### PLANNED SCHEDULE

- **August 15:** Press Releases sent out by email, mail, & internet; , flyers, posters distributed
- **Late August:** Magazines released & distributed throughout VA, tickets go on sale
- **September:** Promotional Appearances include charity fashion show, “Green Drinks”, TV/newspaper interviews, extensive social media and web marketing campaign
- **October:** Second round of press releases, more TV/newspaper interviews
- **November:** Heavy rotation TV/Radio spots, newspaper ads

Media	Company	Investment
Radio	Sponsored Spots	Package w/ morning, midday, & afternoon spots, heavy rotation Nov 1-13, ticket giveaways, promotions, more.
Television	Cox Cable	30 second spots during targeted shows with appropriate demographics, balance towards lower cost available spots on female oriented networks.
Television	Local TV	Promotional Appearances
TV/Radio	Bid4Spots.com	Bidding on specific spots still available on cable & radio the week prior to advertising period
Radio	Various Stations	Strategically placed spots during morning, midday & afternoon, addition spots at best available.
Print Media	Regional Papers	6 total 2 column by 2.5” ads in Sunday “Magazine” Thursday “Pulse” & Friday “Daily Break”
Printed Materials	Flyers, Posters, Printed copies of VAFM, more	Flyers, posters & VAFM , also T-shirt & Gift Bags
Press	Virginian Pilot, Veer, Premiere, others TBA	Editorial coverage during months prior to actual event

*Specific details may be revised as circumstances may dictate.*

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## SPONSORSHIPS

### **GOLD SPONSOR \$5000 (6 Currently Available):**

- VA Fashion Week will work with Gold Sponsors on an individual basis to help create promotional or special event opportunities to maximize their partnership. This includes the opportunity to act as presenting sponsor of a specific show, to host a pre or post event reception, logo acknowledgment in all advertising for the sponsored event, a full page ad in program/magazine and special acknowledgment at events, VIP seating
- YEAR ROUND CORPORATE NAME/LOGO/Link Inclusion: Flyers, Website, MySpace, Posters, Print Ads
- SIGNAGE Placement at all relevant Venues
- PROMINENTLY PLACED TABLE OR PRODUCT DISPLAY AT ANY OR ALL EVENTS as requested
- MAGAZINE/PROGRAM (1 Full Page advertisement)
- SLIDESHOW/VIDEO playing presentation as negotiated and/or provided by sponsor
- PERMISSION to Distribute Literature & Promotional items
- 10 Tickets to all events

**Stand Alone Value: \$9,000+**

**Total Investment: \$5,000**

### **SILVER SPONSOR \$2500 (8 Available):**

- LOGO Inclusion: Flyers, Website, MySpace, Posters, Major Print Ads
- EXHIBITOR TABLE at major fashion shows if desired
- 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
- 6 Tickets to all events

**Stand Alone Value: \$4,200+**

**Total Investment: \$2,500**

### **BRONZE SPONSOR \$1500: (8 Available):**

- LOGO Inclusion: Website, Posters
- EXHIBITOR TABLE for 2-4 days if desired
- EVENT PROGRAM (1 Quarter Page advertisement)
- PERMISSION to Distribute Literature & Promotional items
- 4 Tickets to all events

**Stand Alone Value: \$2,400+**

**Total Investment: \$1,500**

### **VENDER/EXHIBOR \$400/Day \$700/2 Days \$900/3Days(8 Available)**

- NAME OR LOGO w/ LINK Inclusion: Website
- NAME & LOGO (mini ad) in Program/Magazine
- EXHIBOR SPACE DURING DESIGNER SHOWS
- 2 VIP Access to all events

### **BASIC "FRIENDS OF FASHION" SPONSOR \$400 (50 Available):**

- NAME OR LOGO w/LINK Inclusion: Website
- NAME LISTED (small logo ad or up to 3 lines) ON SPONSOR PAGE in Program
- PERMISSION to Distribute Literature & Promotional items at Major VAFW Events and in gift bags if provided to us
- 2 VIP Access to all events

**FOR ADDITIONAL SPONSORSHIP OR EXHIBITOR OPORTUNITIES** email Ann; [info@vafashionweek.net](mailto:info@vafashionweek.net)

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



## MAGAZINE/PROGRAM ADS

For 2010 our program will be included as an integral part of “VA Fashion Magazine” a travel sized magazine containing collectible editorial and advertising content, valuable discounts, an editorial fashion spread featuring VA Fashion Week designers and models as well as articles including coverage of NY Fashion Week shows at Bryant Park. The program will be distributed in stores, restaurants and various business locations throughout the region as well as at the actual event. We will continue to distribute the magazine after the event as well as making the full magazine available as an online download. In keeping with our “green” focus, it will be printed on Recycled 80 lb. Text with Aqueous Coating. The deadline for ads will be August 20. All buyers of quarter page or larger ads will receive everything in the “Friends Sponsor” package at no additional costs!

Ad Size	Cost	SPECIAL DISCOUNT
Back Cover	\$1500	
2 Page Spread	\$1800	
Full Page	\$1000	
Half Page	\$750	
Quarter Page	\$450	
Business Card	\$350	
Eighth Page	\$250	
3 Line Listing	\$100	

*Prices for addition ad sizes will be quoted upon request. We can be flexible in layout to accommodate the dimensions of any current prepared ad copy you may have. Sponsors can supply artwork or we can produce for a fee. Sponsors buying ads of a half page or larger will get a basic “Friends of Fashion” sponsorship at no additional charge and be able to have their coupons or flyers available to guests of all events..*



# SPONSORSHIP AGREEMENT

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

**PACKAGE:**

- ❖ \_\_\_\_\_ Gold
- ❖ \_\_\_\_\_ Silver
- ❖ \_\_\_\_\_ Bronze
- ❖ \_\_\_\_\_ Exhibitor ( \_\_\_\_ days)
- ❖ \_\_\_\_\_ Friend
- ❖ \_\_\_\_\_ Magazine Ad \_\_\_\_\_ Size of Ad
- ❖ \_\_\_\_\_ Other Options: \_\_\_\_\_

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

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

**Amount RECEIVED:** \$ \_\_\_\_\_

**Additional Payment(s) to be made:** \_\_\_\_\_

*Professional Models for VA Fashion Week will be provided by Splash Model Management and selected by the producers. If sponsor wants to hire any models featured in VA Fashion Week, for any other purpose, sponsor must contact Splash Model Management to do so.*

*Sponsor/Agency understands that payments are due in full upon receipt of invoice.. In the event of default, sponsor agrees to pay all costs of collection including attorney's fee in the amount of 33 1/3% of amount in default. Sponsor shall indemnify, defend and protect VA Fashion Week, it's promoters and producers, including but not limited to Splash Model Management, ECS Events Ltd., Rogue Productions, 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 sponsor or its officers, agents, employees or other representatives. It is the responsibility of sponsor to maintain insurance on its property and liability.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

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

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