

VAFW 2011

fashion week

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 fashion and beauty oriented businesses as well as arts events; 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



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 2010:

❖ *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 new designers as well as 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.

❖ *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,"



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SCHEDULE FOR 2011

Check website vafashionweek.net for details and updates as some events are subject to change

VA Fashion Week Fall 2011 Events

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!

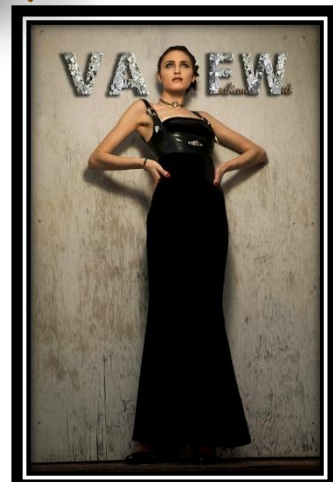
Friday November 11: 6-9 pm EMERGING DESIGNER COMPETITION. The best emerging designers on the East Coast will each show 5-8 outfits competing for prizes, recognition & promotion. Featured designer finale will feature past winners and runners up in our competitions. Top entries in the Bra-ha-ha will be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

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!



CookieDough LTD

THE NETWORK



Visual Dialects

www.vafashionweek.net
info@vafashionweek.net

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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 offers her services to individual designers as special consultant to provide them with a unique runway presentation to showcase their line.

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 Gallery Productions** has worked with world renowned 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 coordinating the backstage activities and working with Ann to make each designer's show a top-notch production. Ron also offers his services to individual designers as stylist, special consultant and show coordinator and will help them as requested to best showcase their line.

Jeanette "Cookie" Dabney from Washington, D.C. has been an active part of the modeling industry for the past 35 years. She has worked the Runways for major designers and been featured in magazines and tv commercials around Hampton Roads and the country. She has worked for internationally notable designers such as Liz Claiborne, Patrick Kelley, and Mary McFadden to name a few. The director of **Cookie Dough Ltd.**, she is currently the "Official" Runway Coach" for VAFW as well as the liaison with regional boutiques and fashion buyers.

Dawnita Xamilia Alston, photography and media director, has adapted her own style and has become one of Virginia's most renowned fashion, commercial, and high impact portrait photographers and has won numerous awards for her work which was featured in *Today's Photographer* magazine. Her style and expertise sets her apart from the rest. She will help with coordinating lighting and placement for photographers and videographers so all designers can get the images they desire for their shows.

JA Leister, assistant to the producers, has been helping with fashion shows for the past seven years. Now in college, she is available to assist any designer with their set-up, fittings, dressers, and any needs or concerns they may have. She also is a contributing writer for several blogs and media publications and will work with all participants in promoting their shows and their lines.

Lisa Twine is studying fashion journalism at the Academy of Art and has worked backstage in NY shows and production. She brings a fresh new perspective to the team for 2011 and will be working with us as a consultant in marketing, PR, and backstage organization.

Specific details may be revised as circumstances may dictate.

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PRESS COVERAGE:

- For 2010 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) . We plan to continue and expand the magazine for 2011 with more editorial / advertising content, wider distribution throughout the mid-Atlantic region.
- Videos and photographs of the 2010 shows are currently available.
- The official website 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
facebook.com/pages/VA-Fashion-Week/219431368789
twitter.com/splashvafashnwk
www.youtube.com/vafashionweek
- Local, regional, and national press coverage have included “The Virginian Pilot”, “Veer“, “Splash Magazine”, “V Magazine for Women”, VA Beach Woman”, “Hampton Roads Magazine” , “The Hampton Roads Show”, “WVEC”, “Teen News Now”, “Blu Monkey TV”, “HamptonRoads.TV”, “Metromix”, “MIX”, “PortFolio”, “Versus”, “Premier” and other regional and national media. 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. For 2011 we are establishing additional media partners in multiple markets.



ADVERTISING

Advertising for VAFW 2011 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 2011 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 PR SCHEDULE

- **Year long:** Press Releases sent out by email, mail, & internet; , flyers, posters distributed
- **Highly promoted model calls will take place throughout the year at various locations**
- **October:** Major round of press releases, more TV/newspaper interviews, More posters & flyers distributed
- **November:** Heavy rotation TV/Radio spots, newspaper ads, TV appearances

Media	Company	Investment
Web Marketing	Multiple social sites, blogs, etc.	Numerous fashion bloggers, event promoters, social marketing sites, web video sites, and zines are covering VAFW, its sponsors, designers, models and promoters activities year-round.
Television	Local TV National TV	Promotional Appearances on local & regional shows Possible VA Fashion Week Coverage on “REMODELED” CWTV Network Program debuting January 2012.
TV/Radio	Commercials	Targeted TV/Radio advertising during 2-3 weeks prior to VA Fashion Week
Print Media	Regional Papers	ads in Sunday “Magazine” “Pulse” & Friday “Daily Break” plus editorial coverage in “Veer”, “Splash” and “Virginian Pilot” others TBA
Printed Materials	Flyers, Posters, Printed copies of VAFM, Gift Bags	Extensive distribution for flyers, posters & VAFM T-shirt & Gift Bags will have logo & branding

Specific details may be revised as circumstances may dictate.



Special Package for Designers

VA Fashion Week November, 2011

Basic Designer Package

Designer package includes a professionally produced runway presentation of up to 20 looks featuring Splash Models. We will provide models, stylist, music, hair & make-up and will consult with each designers on the look and sound that he/she prefers for their show. Basic package also includes a photo and/or bio in the program/magazine and on the website, and web usage of videos recorded of the event. There will also be a space where designers can set up clothing racks during intermissions to sell or take orders for clothing and or accessories shown on the runway. Designers are expected to have their own materials including hangers, clothing rack, and steam iron if needed. If designer needs us to provide any of these, designer will inform us of such at least 30 days prior to show. Any designer wanting additional booth space in the exhibitor emporium can contact the directors for more info. Designers are responsible for their own transportation/lodging during VA Fashion Week. International designers are responsible for obtaining any necessary VISAs for entering the US. A minimum deposit of \$200 must accompany each application. Payment in full or deposit can be made online by Paypal at www.vafashionweek.net/payments.html or by mailing in money order or check payable to VA Fashion Week with application.

Bridal Designer “Artist Vision”: All VA Fashion Week designers are invited to create a special look for our Sunday finale Bridal Show. The challenge is for each designer to create their “Fantasy Bridal Look”. It can be a special couture wedding gown, a gown made with unusual materials, or designed with a specific bride in mind. It can be something designed for a real bride or something designed only for the runway. Be adventurous! If designer chooses, gown may be auctioned or sold to benefit a specific charity. There is no extra cost to participate in this event.

Featured Designer Show \$350
Additional cost for us to provide clothing rack ... \$50

VAFW Fashion Week

SPONSORS/EXHIBITORS

SILVER SPONSOR/Exhibitor \$2500 (10 Available):

- LOGO Inclusion: Flyers, Website, Various 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
- 6 Tickets to all events

Stand Alone Value: \$4200+

Total Investment: \$2500

BRONZE SPONSOR/Exhibitor \$1500: (10 Available):

- LOGO Inclusion: Website, Posters
- EXHIBITOR TABLE at Friday through Sunday shows
- EVENT PROGRAM (1 Quarter Page advertisement)
- PERMISSION to Distribute Literature & Promotional items
- 4 Tickets to all events

Stand Alone Value: \$2400+

Total Investment: \$1500

VENDER/EXHIBOR \$300/One Seating only, \$750/3 Days-includes 2 shows on Saturday, \$900/ All 5 Days

- NAME OR LOGO w/ LINK Inclusion: Website
- NAME & LOGO (mini ad) in Program/Magazine
- EXHIBOR SPACE open to general public, fashion shows open to ticketed guests only
- 2 VIP Access to all events

BASIC "FRIENDS OF FASHION" SPONSOR \$250 Special Discount (25 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 & parties

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 \$15
- THURSDAY NIGHT CASUAL WEAR SHOWS GEN ADM \$10 VIP \$15
- FRIDAY NIGHT DESIGNER EVENTS GEN ADM \$20 VIP \$30
- SATURDAY AFTERNOON KIDSWEAR GEN ADM \$10 VIP \$15
- SATURDAY NIGHT COUTURE SHOWS GEN ADM \$20 VIP \$30
- SUNDAY BRIDAL SHOW GEN ADM \$10 VIP \$15

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info@vafashionweek.net

2011 DESIGNER APPLICATION/AGREEMENT

Please fill out this application and fax THIS PAGE ONLY to 757.282.7669 or scan and email to 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 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 Designer Entry
- ❖ _____ Basic Designer with Exhibitor Space

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, 29-33 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 may create disturbances among the staff.

Notes: _____

Total INVESTMENT: \$ _____

Deposit \$ _____

Balance Due \$ _____

DESIGNER:

Designer understands that any remaining payments are due in full no later than September 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, its 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: _____