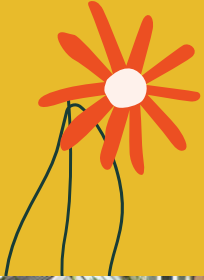




# DELRAY BEACH FASHION WEEK

*Reimagined*

## 2021 RECAP



# A New Vision for Fashion Week



## TAKING FASHION OUTSIDE

"The annual Delray Beach Fashion Week will look and feel a little different this year due to COVID-19," said Laura Simon, Executive Director, Delray Beach Downtown Development Authority (DDA). We have redesigned the week of events to be in line with the needs of the community and to continue to provide a true fashion experience as we showcase and support the many small business retailers throughout downtown Delray Beach. Masks will be required to be worn at all events, as well as following CDC Guidelines including social distancing and providing hand sanitizer stations," she added. The DDA and downtown merchants are proud to produce this award-winning event reimaged for its ninth year and look forward to sharing with our residents and visitors' fashion, beauty, and fun!"





# Fashion Week Events



## 2.24 TROPICAL PARADISE PREVIEW

The Tropical Paradise of Delray Beach was a themed runway fashion show featuring more than 40 resort and evening wear looks from over 20 downtown Delray Beach shops and local designers. Guests enjoyed a welcome reception, three-course lunch, silent auction, and entertainment all outdoors in the beautiful gardens of Taru at Sundy House. Each guest received a welcome cocktail from Drink Sunshine, signature Amanda Perna swag bag and entry into a raffle package worth over \$500. Tickets were bought in groups of 2, 4, 6, or 8 to maintain social distancing. Space was limited with 50% capacity.

## 2.25 SUNSET, SHOP & SIP

The Sunset Shop & Sip through the Pineapple Grove neighborhood started with check-in at 3rd & 3rd outdoors, where shoppers received a goodie bag of shopping specials, complimentary cocktail, beverage samples from Drink Sunshine. Shoppers utilized an event map to shop the retailers throughout Pineapple Grove that were participating in Fashion Week. When shoppers made a purchase at a store, they received a raffle ticket to enter for a chance to win a prize at various retail locations.

## 2.26 SUNSATIONAL SHOP & STROLL

The Sunsational Shop & Stroll down Atlantic Avenue from Swinton Avenue to A1A started with check-in at Lionfish Modern Coastal Cuisine, where attendees received a complimentary cocktail, light brunch bites, beverage samples from Drink Sunshine and a goodie bag of shopping specials with a map. The shoppers strolled Atlantic Avenue to shop the many retailers seen in Fashion Week. When shoppers made purchases in store, they received a raffle ticket to enter for a chance to win a prize at various retail locations. Complimentary parking was available along Atlantic Avenue.

## 2.27- TRUNK SHOWS

2.28

Fashion Trunk Shows & In-store Events happened throughout downtown Delray Beach at individual retailers over the weekend.

# \*24 PARTICIPATING STORES & 2 SALONS

Amanda Perna: House of  
Perna/Neon Bohemians

DeBilzan Gallery

Patchington

In The Grove Hair Studio

Andre Dupree Luxury Designer  
Handbag Consignment

Dereal Mystical

Periwinkle

Glavidia Hair Studios

Biba Boutique

Glavidia: by Glavidia Alexis

Sara Campbell

Blings & Things

Haystacks

Shoes 'N' More

C. Orrico Delray Beach

Hy Pa / Hy Ma

South Ocean Beach Shop

Coco & Co

J. McLaughlin

Sunday State Style

Morley

Surf District Surf Shop

Nina Raynor

Tommy Bahama

Unique Boutique





# SPONSORS & PARTNERS



## M E N I N

---

4<sup>th</sup>  
& 5<sup>th</sup>  
DELRAY



DELRAY BEACH  
**MARKET**

EAT • DRINK • BEACH • REPEAT



LIONFISH  
DELRAY BEACH  
MODERN COASTAL CUISINE

*Johnnie Brown's*

# SPONSORS & PARTNERS





\$9,914

BENEFITTING

RAISED FOR CHARITY



ACHIEVEMENT  
CENTERS FOR  
CHILDREN  
& FAMILIES  
FOUNDATION







# Advertising

TV Commercial on **effectv**

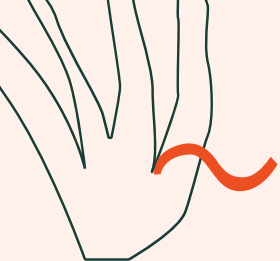
The Fashion Week video preview aired from 2.10.21  
- 2.23/21 on Comcast television.

10,503 impressions \*

85.85 hours of viewing

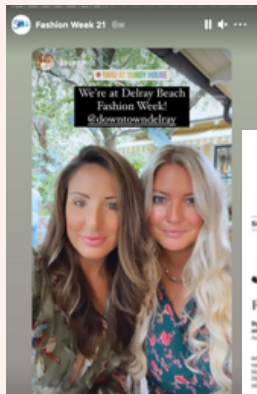
97.73 % viewed in full





# Public Relations

Fashion Week provided a much needed positive boost in the press for Delray Beach. Publications and influencers highlighted the excitement of being able to attend this award-winning event in a safe, beautiful outdoor setting. A breathe of fresh air!



## 63 Media Placements

9 Influencers

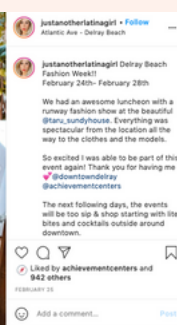
143,177

combined reach

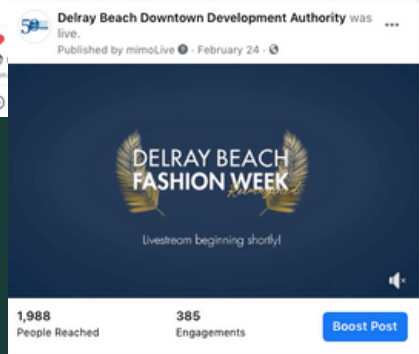
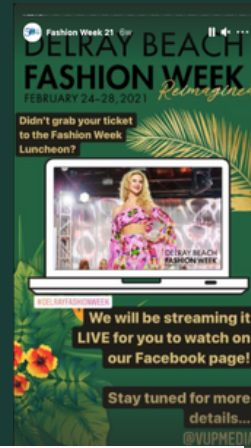
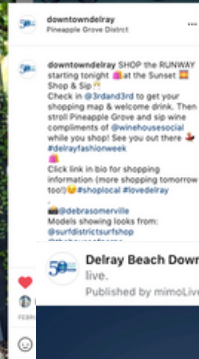


Fresh air and fashion

People made an early start on Wednesday during the 10th annual Delray Beach Fashion Week's runway show at the Beach House in Delray Beach. The show featured more than 40 models and a runway show by local designers. The show was held outdoors in a beautiful setting. The show was held outdoors in a beautiful setting. The show was held outdoors in a beautiful setting.



# Social Media



## FACEBOOK @DELRAYDDA

The Tropical Paradise Preview and Fashion Show was broadcast live on the @DelrayDDA Facebook. Leading up to and throughout Fashion Week, posts highlighted and informed about the event.

1 Live Stream Fashion Show

11 Fashion Week Posts

5,168 Video Views

115K Impressions

3,525 Engaged Users

## INSTAGRAM

Fashion Week was highlighted on the @DowntownDelray Instagram feed. While Fashion Week event details, retailers, sponsors, and attendee's experiences were highlighted in stories.

6 Posts

34,241 Impressions

87 Stories

27,260 Views



# \*Event Branding

Maintained the classic Fashion Week branding, while Reimagining the event experience to account for Covid-19 protocols.



DELRAYFASHIONWEEK.COM  
3,968 views of Fashion Week Page  
on downtowndelraybeach.com

# Financials

DDA investment: \$44,900\*

Cash Sponsorship Funds: \$2,800

Partnership Funds: \$3,000

In-Kind Sponsorships: \$10,000

Tickets sold: 159

Total Funds Raised: \$12,867

Silent Auction: \$3,226

Achievement Centers \$9,914

\*Including DDA Staff costs



## Overall Economic Impact

# \$50,078





# ATTENDEE SURVEY

100%

Said:  
YES, THEY  
FELT SAFE AT  
THE EVENT

100%

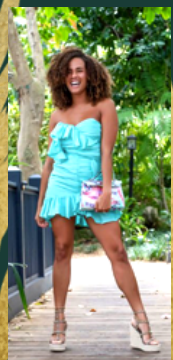
Said:  
THE EVENT  
WAS WORTH  
THE PRICE

TESTIMONIES:

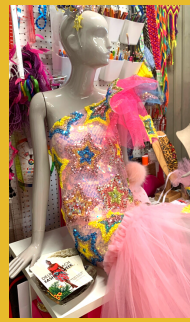
"Last year I did the fashion event, this year I tried the lunch and I was very impressed with everything about it"

"I went 2 years ago and enjoyed the affair. I particularly liked it this year in the Sundy House gardens."









THANK YOU for Reimagining Fashion Week with us!





# FASHION WEEK PRESENTED BY



## EMAIL

[dda@downtowndelraybeach.com](mailto:dda@downtowndelraybeach.com)

## WEBSITE

[www.downtowndelraybeach.com](http://www.downtowndelraybeach.com)

## PHONE

561.243.1077