

DBFASHIONWEEK2017

FASHION WEEK PARTICIPANT INFORMATION

Please complete in order to participate in DBFashionWeek
JAN. 25-29, 2017

IMPORTANT DATES AND REQUIREMENTS NEEDED:

Fashion Retailers and Hair Salons ~ All invited to participate

- Increase awareness and sales for your business
- Strengthen and build relationships within in the Downtown business community
- Build your customer base
- Raise Funds for Delray Beach Charity: Achievement Center for Children and Families

2017 Goals of Delray Fashion Week

- Drive awareness while increasing the economic vitality of all the downtown business community
- To brand Downtown Delray Beach as a unique Fashion & Beauty destination
#delrayfashion

Retail & Hair Salon Participation Overview and Requirements:

Retailers:

- Showcase fashions and styles that are sold within your store in 3-4 Fashion Shows throughout the week in Downtown to over 1000 attendees
- 2 looks per retailer can be shown – if you carry men's and women's clothing you are able to show 2 per category
- In Lieu of Paying a Participation Fee to the DDA we are requiring the stores compensate the model working for them during FW. Suggested Compensation of:
 - o Models working 4 Shows: \$100 Cash or \$250 Gift Certificate
 - o Models working 1-3 shows: \$50 Gift Card per Show

Hair Salons:

- Showcase your styling and make up talent by providing hair/makeup services to the models who will walk in the shows
- All Salons encouraged and needed to participate in all or as many shows possible
- Salons can provide their styles to match the retail store and a special evening look to be featured at the Opening Show
- In Lieu of a Participation Fee of \$100 to the DDA we ask each salon to provide to the DDA (2) \$50 Gift Cards

Models:

The DDA is encouraging the stores to recruit their own models. The DDA has a selection of models that have worked with the event well in the past – we will be doing a call for models as well for those that need assistance. Model registration forms to be completed by all models.

Sponsorship: Opportunities for Sponsorship are available at different levels; if you are interested or have a client, vendor or other interested please have them contact the DDA office at 561-243-1077



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Advertising: The DDA will be Advertising FASHION WEEK –

Target advertising produced by the DDA beginning October 2016

- Advertising will be both regionally and locally focusing on the “fashion minded customer”
- The DDA will be providing each participant with marketing assets to utilize through their channels both instore and online
- Website: delrayfashionweek.com (on the downtowndelraybeach.com site)
- Social Media: Facebook.com/delrayfashion; #delrayfashion #DBFW #delrayfashionweek
- Radio
- Signage: Street Pole Banners, Posters
- Brochures and Programs
- PR – Fashion Media, Bloggers etc

Attached is the recap of last the 2016 FW showcasing the media reach and other elements

DBFW WEEK AT A GLANCE (Event Names and Locations May Change)

Wed., Jan 25, 2017:

7-10PM DBFW Kick off Fashion Show “An Evening In Downtown” – Evening Wear Fashions & Hair Showcase
LOCATION: The Colony Hotel and Atlantic Ave
Ticketed runway seating, Downtown Merchant Tent, Red Carpet – Step and Repeat, Live Entertainment and more (20's Theme)
SHOW: Evening Wear (2 looks per store) Hair Showcase portion to highlight Evening Hair
Tent: Art Invitational – Downtown Artists/Gallery Showcase

Thursday, Jan. 26, 2017

7pm “Delray on the Runway” Designer Show Ticketed Event
Reception, silent auction and Fashion Show
(Showcasing *Delray Beach Original Designers* – 3 -4 looks for Designer show)

Friday, Jan. 27, 2017

11:30am-1pm “Tropical Paradise” – Resort Wear Fashion Show and Luncheon at Sundry House

- All businesses welcome to participate
- Resort Wear styles (2 per store)

6pm – 9pm Stiletto Race hosted by Vince Canning Shoes and the Achievement Center

Sat., Jan. 28, 2017

7PM-9PM Sand & Surf Show – Finale Event @Old School Square Park (TBD)
(Swimwear and beachwear to showcase – 2 looks per retailer)

Sun., Jan. 29, 2017

12pm-5pm DBFW Pop Up Shop – Sunday Funday Event
Participant Showcase – Retailer pop up shop area where customers can see and purchase items shown at the Fashion Event



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FASHION WEEK SIGN UP FORM

PLEASE COMPLETE AND SUBMIT TO THE DDA BY **SEPTEMBER 30, 2016**

Business Name: _____

SALON OR RETAILER _____

Business Phone: _____

Web address: _____

Contact Person: _____

Contact Cell Phone: _____

Contact Email: _____

SHOW SELECTION FORM

Please select which shows that your business will be showing clothing (men and or women) or doing the HAIR AND MAKEUP For: (Are not required to be in all shows)

(Check if you will participate – **2 models showing one look each for each show**) NO FEE REQUIRED – JUST COMMIT TO MODEL COMPENSATION

_____ Opening Night Evening Wear with Hair Style Showcase Runway Show: Wed., Jan. 25 @7pm
(In front of the Colony Hotel)

_____ Delray on the Runway Designers Showcase: Thursday, Jan. 26 @7pm

_____ Tropical Paradise Fashions Luncheon and Show: Friday, Jan. 27. 12pm

_____ Sand and Surf Show – Saturday, Jan. 28

_____ Sunday Funday – PopUp Shopping Event (limited number available) Sunday, Jan. 29

_____ *My Store will be showing both Men and Women's Clothing (Yes or No)*

INSTORE EVENT: (Provide date, time and description of your instore event during the week – **email separately if necessary to Lsimon@downtowndelraybeach.com**)

Model Compensation (What are you Providing) _____

Contact Information: Laura Simon, DDA at 561-243-1077 (cell: 561-573-3672),
DDA@downtowndelraybeach.com

