

DBFASHIONWEEK2018

JAN. 24-28, 2018

FASHION WEEK HAIR SALON PARTICIPANT INFORMATION:

5th ANNIVERSARY OF DELRAY BEACH FASHION WEEK!

Downtown Delray Beach Fashion Retailers and Hair Salons ~ All invited to participate

- This event requires participation from the fashion retailers and salons – without participation the event cannot happen!

2018 Goals of Delray Beach Fashion Week, an Internationally Award-Winning Event

- Drive awareness to the participating Downtown businesses while increasing the economic vitality of the entire downtown business community
- Brand Downtown Delray Beach as a unique Fashion, Beauty & Art destination
#DelrayFashionWeek
- Increase awareness and sales for your business; strengthen and build relationships within in the Downtown business community
- **Raise Funds for Delray Beach Charity partners:** Achievement Centers for Children and Families & Educational Programming at Arts Garage

Hair Salon/Stylist Participants:

- Showcase your styling and makeup talent by providing hair/makeup services to the models who will walk in the 4 fashion shows
- All Downtown Delray Hair Salons & Stylists encouraged and needed to participate in all or as many shows possible
- Salons can provide their styles to match the retail store
- Special **HAIR SHOW** to take place at the **Thursday, Jan. 25** at the Delray Designer Showcase at Arts Garage (each participating hair salon can participate in the hair show by showcasing **2 (hair) looks (i.e. Hair Salon would be responsible for recruiting 2 models to model their 2 hair looks and Hair Salon would be responsible for compensating those 2 models)**. We will also need salons to volunteer their hair services for the other models walking in the Delray Designer show this same evening)
- **In Lieu of a Participation Fee to the DDA we ask each salon to donate their services to prepare each model for each show**

Participating Salons will receive:

- **High resolution, print-ready photographs from each show to be used however the salon sees fit (i.e. on the salon's website, social media marketing, print & digital advertising, flyers/brochures, on your business landing page on DowntownDelrayBeach.com – receives over a half-million visits annually etc.)**
- **Inclusion in social media posts on [Facebook.com/DelrayFashion](https://www.facebook.com/DelrayFashion) (2,000+ likes) and [Facebook.com/DelrayDDA](https://www.facebook.com/DelrayDDA) (63,000+ likes), [@DowntownDelray](https://www.instagram.com/DowntownDelray) (5,450+ followers)**
- **Inclusion in all Fashion Week Press Releases and Blog posts (DowntownDelrayBeach.com/Blog)**
- **Inclusion in printed & digital Fashion Week Brochures and All Fashion Show Programs**
- **Inclusion on DelrayFashionWeek.com**
- **Inclusion on runway backdrop screens at the Delray Designer & Hair Show (Thurs. Jan. 25) if participating in Hair Show**
 - If your salon commits to providing hair services for 6 models per Fashion Show (4 total) OR 24 hair services throughout Fashion Week, the salon will be considered a **SILVER SPONSOR** (see Sponsorship package for details)



DBFASHIONWEEK2018

Advertising: Delray Beach Fashion Week Advertising & PR Plan

Targeted advertising produced by the DDA beginning October 2016 through Fashion Week

- Advertising will be both regional and local focusing on the "fashion minded customer"
- The DDA will be providing each participant with marketing assets to utilize through their own marketing channels (*digital & printed marketing materials will be provided*)
- Website: delrayfashionweek.com (on the downtowndelraybeach.com site)
- Social Media: Facebook.com/delrayfashion; #delrayfashionweek #delrayfashion #DBFW #DowntownDelray, Instagram: @DowntownDelray, Twitter @DelrayDDA
- Radio, TV commercials (Palm Beach County), Airport Digital Signage (FLL & PBI) and Youtube pre roll, Facebook sponsored posts, Print & Digital Advertising, SnapChat Geofilters
- Printed & Digital Brochures and Programs for Every Show
- Public Relations – Invite Fashion Media, Bloggers etc. (**received 105+ PR placements in 2017** – expected to increase in 2018 due to 5th year Anniversary angle), 3-4 press releases will be distributed

TICKETS: General ticket/seats available and benefit the charities directly. Special 5th Anniversary Ticket to include seat to each show, VIP Lanyard, After Party ticket and SWAG Bag, special items and opportunities: \$140.00 per person

DBFW WEEK AT A GLANCE

Wed., Jan 24, 2018

6-10PM Kick off Fashion Show "An Evening of Fashion, Art and Jazz on the Avenue" – Evening Wear Fashions

LOCATION: The Colony Hotel and Atlantic Ave

Ticketed runway seating, Downtown Merchant Tent, Red Carpet – Step and Repeat, Live Entertainment and more COST: \$30 per seat

Silent Auction, Beauty Showcase, Artist Display's

SHOW: Evening Wear (2 looks per store)

Thursday, Jan. 25, 2018 [proceeds to benefit the Arts Garage Arts Education Program]

7-10pm Downtown Fashion Designers and Hair Show: "Delray on the Runway – SHADES OF BLUE

THEME Party Ticketed Event \$50 per person

LOCATION: Arts Garage

SHOW – [4 looks per designer] FOR ORIGINAL CLOTHING DESIGNERS ONLY – MUST DESIGN YOUR OWN CLOTHES OR ACCESSORIES (BAGS OR JEWELRY)

Hair Show: Salon or Stylist opportunity to show 2 model looks

Reception, Entertainment and Raffle

Friday, Jan. 26, 2018

11:30am-1pm "Resort Wear Fashion Show and Luncheon - "Tropical Paradise"

LOCATION: Che!!! (on the intracoastal)

Resort Wear styles (2 per store); Ticket Price \$40 – to include lunch and the show

- 11:30 – Luncheon & 12:30 - Show to begin (no runway)

- 1pm – Raffle drawing and event concludes

5pm – 7:30pm Stiletto Race hosted by Vince Canning Shoes and the Achievement Center

LOCATION: Old School Square (Racers to run in Stilettos – all welcome to participate)

This event is organized and produced by the Achievement Center

Sat., Jan. 27, 2018

7PM-10PM Finale Fashion Show – "Swim & Surf Show" Location: Old School Square Park

Costs: \$25 per seat – benefiting the Achievement Centers for Children and Families

Theme: Beach Party Theme

7pm – 8pm: Fun Music, Beach games, vendor tables; 8pm: Swim Fashion Show and Final

Raffle drawings (3; 8:45pm: Thank you Ceremony and final walk

Sun., Jan. 28, 2018 @ 1pm-4pm

Delray Fashion Week Boutique – Sunday Funday Event at the Old School Square Gym

Participant Showcase – Retailer pop up shop area tables to be provided, sell items shown at the Fashion Event (Space is limited)

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FASHION WEEK SIGN UP FORM

PLEASE COMPLETE AND SUBMIT TO THE DDA BY **OCTOBER 25, 2017**

SALON OR STYLIST Name: _____

Business Name: _____

Business Phone: _____

Business Address: _____

Contact Person: _____

Contact Cell Phone: _____

Contact Email: _____

SHOW SELECTION FORM

Select which shows your salon will be doing HAIR and MAKEUP for & how many models you'll be able to style for each show (salons are not required, but strongly encouraged, to participate in all shows).

Check the events/shows your salon will participate in & circle the number of models you will style:

_____ **Opening Night Evening Wear Runway Show & Silent Auction: Wed., Jan. 24 (In front of the Colony Hotel)**
Circle (# of models): 2 4 6 8 10 Other: _____, I/We can do (circle): Hair Make-up

_____ **Yes, I will donate a Silent Auction Item for ACCF at the Opening Show**

_____ **Delray Designer Fashion Show at Arts Garage: Thursday, Jan. 25**
Circle (# of models): 2 4 6 8 10 Other: _____, I/We can do (circle): Hair Make-up

_____ **Hair Showcase at Arts Garage: Thursday, Jan. 25 (part of Delray Designer Show) – 2 models**

_____ **Tropical Paradise Resort Wear Fashions Luncheon and Show at Che!!!: Friday, Jan. 26**
Circle (# of models): 2 4 6 8 10 Other: _____, I/We can do (circle): Hair Make-up

_____ **Swim and Surf Swim/Beach wear Show at Old School Square Park – Saturday, Jan. 27**
Circle (# of models): 2 4 6 8 10 Other: _____, I/We can do (circle): Hair Make-up

_____ **Fashion Week Boutique – Shopping Event at Old School Square Fieldhouse - Sunday, Jan. 28 (Space is limited)** - opportunity to showcase salon at vendor table, offer hair demos, display and sell product/book services, etc.

HAIR SALONS:

- In Lieu of a Participation Fee to the DDA, we ask each salon to donate their services to prepare each model for each show
- If your salon commits to providing hair services for 6 models per Fashion Show (4 total) OR 24 hair services or more throughout Fashion Week, the salon will be considered a **SILVER SPONSOR** (see sponsorship package for details)

[PLEASE SIGN] _____
PARTICIPANT SIGNATURE

Contact Information: Laura Simon, Alexandra Farnsworth, Lauren Lyall - DDA at 561-243-1077
DDA@downtowndelraybeach.com