

DBFASHIONWEEK2018

JAN. 24-28, 2018

FASHION WEEK RETAIL PARTICIPANT INFORMATION:

5th ANNIVERSARY OF DELRAY BEACH FASHION WEEK!

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!
- Increase awareness and sales for your business; Strengthen and build relationships within in the Downtown business community
- **Raise Funds for Delray Beach Charity:** Achievement Center for Children and Families & Delray Beach Arts Garage

2018 Goals of Internationally Award Winning 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
#delrayfashionweek

Participation Overview and Requirements

Retailer:

- Showcase fashions and styles that are sold within your store in 3-4 Fashion Shows throughout the week in Downtown to over 5000 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
- **PARTICIPATION FORM MUST BE TURNED IN BY OCTOBER 15, 2017**
In Lieu of Paying a Participation Fee to the DDA, the stores are REQUIRED to compensate the model with the following:
 - **Models working 4 Shows \$100 Cash or \$250 Gift Certificate**
 - **Models working 1-3 shows: \$50 Gift Certificate 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
- Special HAIR SHOW to take place at the Thursday, Jan. 25 at the Designer Showcase
- **PARTICIPATION FORM MUST BE TURNED IN OCTOBER 15, 2017**
- **In Lieu of a Participation Fee to the DDA we ask each salon to donate their services to prepare each model for each show**

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. The Stores do have the opportunity to provide your own models but all need to complete a *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, TV commercials and Youtube pre roll
- Brochures and Programs; PR – Fashion Media, Bloggers etc

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: “Shade of Blue Party”

Ticketed Event \$50 per person

Location: Arts Garage

SHOW – [4 looks per designer]FOR ORIGINAL CLOTHIING 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”

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

(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 15, 2017

SALON OR RETAILER _____

Business Name: _____

Business Phone: _____

Business 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)

_____ Opening Night Evening Wear Runway Show and Silent Auction: Wed., Jan. 24
(In front of the Colony Hotel)

_____ Yes I will donate a Silent Auction Item

_____ Delray Designers Fashion & Hair Showcase: Thursday, Jan. 25

_____ Tropical Paradise Resort Wear Fashions Luncheon and Show: Friday, Jan. 26

_____ Swim and Surf Swim/Beach wear Show – Saturday, Jan. 27

_____ Fashion Week Boutique –Shopping Event Sunday, Jan. 28 (Space is limited)

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

_____ MODELS NEEDED _____ STORE WILL BE PROVIDING OWN MODELS (CHECK ONE)

Retailers:

In Lieu of Paying a Participation Fee to the DDA, the stores are REQUIRED to compensate the model with the following:

- Models working 4 Shows \$100 Cash or \$250 Gift Certificate
- Models working 1-3 shows: \$50 Gift Certificate per Show

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

[PLEASE SIGN] _____

PARTICIPANT SIGNATURE

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