10th Anniversary
Delray Beach Fashion Week
February 23-27, 2022
2022 Recap
10 YEARS of Fashion Week

A DECADE OF FASHION

"The Downtown Development Authority created this event 10 years ago in partnership with our Fashion Retailers, one in particular, Roxy Lulu boutique, owner Jule Guaglardi, to create a week of Fashion Events. These events are to highlight the fashion designs and styles found right here in Downtown Delray Beach, our village by the Sea. It is exciting to see where we are today after a decade of Fashion events and DDA investment. This unique way of showcasing local retailers is special and am proud to say award winning!"

Laura Simon
LIVING IN PARADISE OPENING SHOW
The 2022 opening night of Delray Beach Fashion Week took place at Old School Square on the lawn in a picket fence enclosed event area. 600 people attended this 6-9pm Fashion show that showcased 29 downtown Delray Beach Retailers. The opening night experience included vendor pop-ups, bar, Sponsor activation, photo opportunities, VIP lounge, entertainment, ACCF performance, stage and runway set up, lights, sound, professional video, drone and photography.

COLORS OF THE TROPICS LUNCHEON SHOW
The luncheon and fashion show sold out quickly as usual. Approximately 150 guests dined at the lovely Meso Beach for lunch. All guests were welcome to bid on Silent Auction benefitting the charity ACCF, interact with sponsor Delray Derm, delight in a welcome cocktail, fun music, and intercoastal beachy vibes. Stores showcased their best Resort wear looks.

SUNSATIONAL SHOP & STROLL
The Sunsational Shop & Stroll down Atlantic Avenue from Swinton Avenue to A1A started with check-in at Ember Grill at The Ray Hotel, where 90+ attendees received a complimentary cocktail, light brunch bites, and a goodie bag of shopping specials with a map. The shoppers strolled the downtown to shop the participating 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. The day ended with libations and food at Johnnie Browns - the local joint!

SAND & SEA SWIM SHOW
The Sand & Sea Swim Show was a breathtaking event. All guests arriving in the suggested white attire there was a buzz in the air. The Ray Hotel hosted the Swim Show and provided welcome and after show cocktails for guests. Downtown Delray Beach Retailers showcased their best swim and athletic wear.

INDIVIDUAL TRUNK SHOW
Fashion Trunk Shows & In-store Events happened throughout downtown Delray Beach at individual retailers over the weekend.
28 PARTICIPATING STORES & 3 SALONS

A Little Wyld
Amofta by Mahya
Ardor Boutique
Andre Dupree Luxury Designer
Handbag Consignment
Biba Boutique
Charleston Shoe Co.
Chef D'oeuvre
Coco & Co
Glavidia: by Glavidia Alexis
Global Pursuit
Haystacks
Hy Pa / Hy Ma
J. McLaughlin
Mare Blu
Mare Blu Resort
Morley
Nina Raynor
Nomad Surf Club
One Door North
Patchington
Periwinkle
Seashell Delray
Sara Campbell
Shoes ‘N’ More
South Ocean Beach Shop
Surf District Surf Shop
The House of Perna
Who's Karen

In The Grove Hair Studio
Glavidia Hair Studios
Amofta by Mahya
SPONSORS & PARTNERS

Sponsor Activation
Bald Head Holding Group
Caner Impact Windows
How to Breast Cancer
The Studio
$31,936 RAISED FOR CHARITY

$350,000 RAISED OVER THE LAST DECADE OF FASHION WEEK

BENEFITTING

ACHIEVEMENT CENTERS FOR CHILDREN & FAMILIES FOUNDATION

DOWNTOWN DEVELOPMENT AUTHORITY
Downtown Delray Beach, Florida
Advertising

TV Commercial on effectv

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

50,134 impressions

360 hours of viewing

84% viewed in full
As Fashion Week celebrates its 10th Anniversary, one thing is for sure - Fashion Week is no secret! The Press recognized Fashion Week in a big way in 2022! With double the media placements this year and interest from established publications such as Cosmo Magazine in attendance, Delray Beach Fashion Week is basking in the spotlight!

200+ Media Placements
Newspaper and magazine - print and digital; television; general online media, Enewsletters; social media influencers: Blogs, Facebook - posts and videos, Twitter – posts, Instagram – posts, stories, reels/videos, highlights.

31 Influencers
3.2 MILLION combined followers
Social Media

FACEBOOK @DELRAYDDA
Delray Beach Fashion Week was featured on the @DelrayDDA page and @DelrayFashionWeek event page. Leading up to and throughout Fashion Week, posts highlighted and informed about the events ticket sales, individual events, and live footage of Fashion Week.

14 Fashion Week Posts
46,965 Reach
2,094 Engagements

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.

10 Posts
49,192 Impressions
35 Stories
20,813 Views
Kept our Fashion Week branding consistent with 2021 look, inviting all to join us for Fashion Week in our Tropical Paradise, Delray Beach!

Event Branding

BEFORE THE EVENT

KIOSK SIGN (3 signs located in Downtown Delray Beach)
Save the Date
Passed out to all Downtown Delray Beach Businesses for local distribution
Visitor Information Signage - on view at Visitor Information Center
Digital Banners on the DDA website

AT THE EVENT

Show Programs - one per Fashion Show
Event Signage - Aframe and Step and Repeat

DELRAVFASHIONWEEK.COM
10,565 views of Fashion Week Page on downtowndelraybeach.com
Financials

DDA investment: $68,000*
Sponsorship: $38,000 (cash and inkind)
Tickets sold: 554
Total Funds Raised: $45,514
Silent Auction: $6,344
Achievement Centers $31,936

*Does not include DDA Staff costs

Overall Economic Impact

$120,000
"Delray fashion week is my favorite week of the year! We get to celebrate our beautiful shops and give back to an incredible organization!"
Amanda Perna, MC, Participant & local Fashion Designer

"There was a benefit to Fashion Week. There were additional sales as a result. We hope that it continues in the future. Thank you for coordinating this event."
Andre Dupree Luxury Designer Handbag Consignment

TESTIMONIES:

"It was very successful for us. We had a lot of great feedback on our clothes. The pop-up shop was good for us too. We not only had sales for the night, but a lot of traffic from the exposure. We had probably 2-3 thousand dollars in residue sales."
Patchington, participant & Opening night Pop-up vendor

"I love it. Such an amazing way to showcase our local businesses. Thank you for doing Fashion Week!"
One Door North, Participant & Sponsor

"As an exclusive representative of Chef-D'oeuvre - France Brand, I would like to say thank you to all the people who organized this great event!!! It is worth it! For us as retailers... our sales are going up significantly! Thank you DDA!"
Teodora Groueva of Amofta by Mahya, Participant
BEHIND THE SCENES
LIVING IN PARADISE
WEDNESDAY, FEBRUARY 23RD, 2022 @ Old School Square

**Sponsor Activation**
- Bald Head Holding Group
- Caner Impact Windows
- How to Breast Cancer
- The Studio

**Local Vendor and Artist Pop-ups**
- Bona Bona Ice Cream
- Delray Art League
- Glavidia Hair Studios
- Jen Fisher Design
- Leather Stone Metal
- Patchington
- Puka Maui
- Rose’s Daughter/Brule
- Over the Bridge Cafe
- Think Art
- Xtal Art Studios

**Day of prep & setting the scene**

**THE Scene & Vibe**
Day of prep & setting the scene

Silent Auction Table

Welcome Cocktail

Fashion Week MCs

THE Scene & Vibe

BEHIND THE SCENES
COLORS OF THE TROPICS
THURSDAY, FEBRUARY 24TH, 2022 @ MESO BEACH HOUSE
COLORS OF THE TROPICS
LUNCHEON & FASHION SHOW
THURSDAY, FEBRUARY 24TH, 2022
@ MESO BEACH HOUSE
SHOPPING DAY! FRIDAY, FEBRUARY 25TH, 2022
WELCOME RECEPTION @ THE RAY HOTEL
SHOPPING AT 26 BOUTIQUES AROUND DOWNTOWN
POST SHOPPING RECEPTION @ JOHNNIE BROWN’S
BEHIND THE SCENES

SAND & SEA

SATURDAY, FEBRUARY 26TH, 2022 @ THE RAY HOTEL

Day of prep & setting the scene

THE Scene & Vibe

VENDOR AND SPONSOR ACTIVATIONS
SAND & SEA  FASHION RUNWAY SHOW  SATURDAY, FEBRUARY 26TH, 2022 @ THE RAY HOTEL
THANK YOU for Reimagining Fashion Week with us!
FASHION WEEK
PRESENTED BY

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