



*10<sup>th</sup> 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





# Fashion Week Events



2.23

## 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,

2.24

## 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.

2.25

## 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!

2.26

## 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.

2.27

## INDIVIDUAL TRUNK SHOW

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

28

# PARTICIPATING STORES &

3

In The Grove Hair Studio

Glavidia Hair Studios

Amofta by Mahya



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



Glavidia: by Glavidia Alexis

Global Pursuit

Haystacks

Hy Pa / Hy Ma

J. McLaughlin

Mare Blu

Mare Blu Resort

Morley

Nina Raynor

Nomad Surf Club

A Little Wyld

Amofta by Mahya

Ardor Boutique

Andre Dupree Luxury Designer

Handbag Consignment

Biba Boutique

Charleston Shoe Co.

Chef D'oeuvre

Coco & Co





# SPONSORS & PARTNERS





# 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







# 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





# Public Relations

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, Newsletters; 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





# Event Branding

Kept our Fashion Week branding consistent with 2021 look, inviting all to join us for Fashion Week in our Tropical Paradise, Delray Beach!

## BEFORE THE EVENT

**DELRAY BEACH  
FASHION WEEK 10TH  
ANNIVERSARY LOGO**

*10<sup>th</sup> Anniversary*  
**DELRAY BEACH  
FASHION WEEK**  
FEBRUARY 23-27, 2022



KIOSK SIGN (3 signs located in Downtown Delray Beach)



Save the Date  
Passed out to all Downtown Delray Beach Businesses for local distribution



## AT THE EVENT



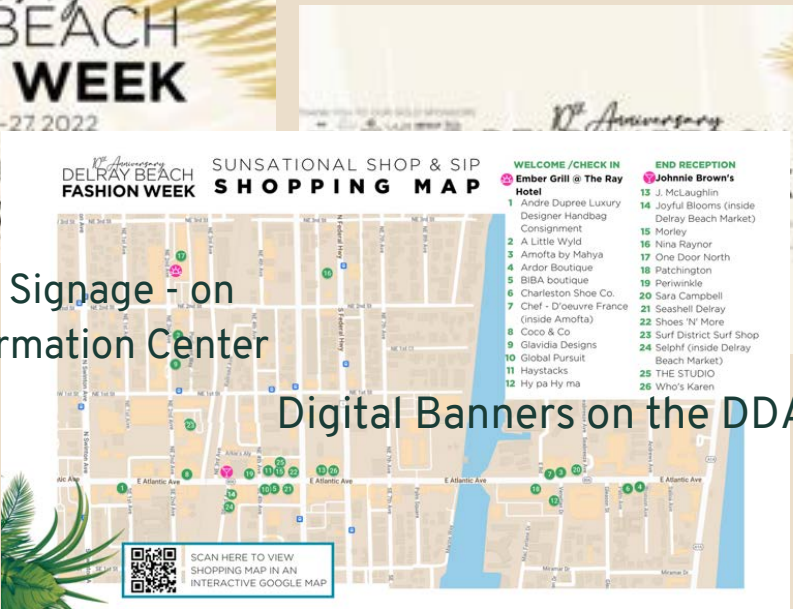
Show Programs - one per Fashion Show



Event Signage - Aframe and Step and Repeat



Visitor Information Signage - on view at Visitor Information Center



Digital Banners on the DDA website



DELRAYFASHIONWEEK.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







Local Vendor & Artist Pop-ups

# BEHIND THE SCENES LIVING IN PARADISE

WEDNESDAY, FEBRUARY 23RD, 2022 @ Old School Square

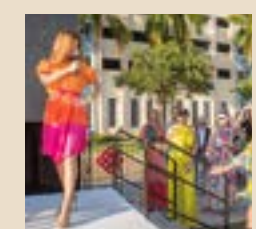
## Sponsor Activation

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

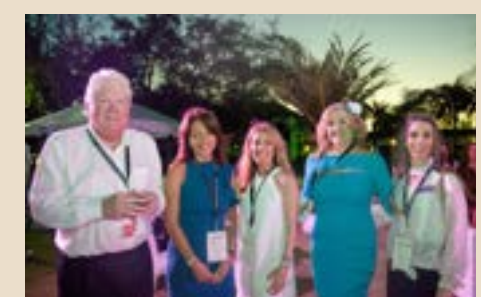
## Local Vendor and Artist Pop-ups

- 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





# LIVING IN PARADISE

OPENING NIGHT RUNWAY SHOW  
WEDNESDAY, FEBRUARY 23RD, 2022  
@ OLD SCHOOL SQUARE





Day of prep & setting the scene



Silent Auction Table



Welcome Cocktail



Fashion Week MCs



BEHIND THE SCENES

# COLORS OF THE TROPICS

THURSDAY, FEBRUARY 24TH, 2022 @ MESO BEACH HOUSE



THE Scene & Vibe





# COLORS OF THE TROPICS

LUNCHEON & FASHION SHOW  
THURSDAY, FEBRUARY 24TH, 2022  
@ MESO BEACH HOUSE





# SUNSATIONAL SHOP & SIP

SHOPPING DAY! FRIDAY, FEBRUARY 25TH, 2022  
WELCOME RECEPTION @ THE RAY HOTEL  
SHOPPING AT 26 BOUTIQUES AROUND DOWNTOWN  
POST SHOPPING RECEPTION @ JOHNNIE BROWN'S

10<sup>th</sup> Anniversary  
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FASHION WEEK**  
FEBRUARY 23-27, 2022

**SUNSATIONAL SHOP & SIP**  
THROUGHOUT DOWNTOWN DELRAY  
FRIDAY, FEB, 25 10AM-5PM

## SHOPPING MAP

### Sunsational Shop & Sip Schedule

We hope you enjoy your day of discovering and delighting in the retailers of downtown Delray Beach!

**10:00 am** Check-in at Ember Grill at The Ray Hotel and receive a complimentary beverage, light brunch bites, and a goodie bag of shopping specials.

**starting @ 10:30am** Using your Sunsational Shopping Map - Scroll downtown to shop the many retailers seen in Fashion Week! Be sure to collect a raffle ticket for checking out each store for a chance to win a Downtown Delray package. (buy something and receive another raffle ticket! The more stores you make purchases at the more chances to win!)

**starting @ 3pm** Post-event reception at Johnnie Brown's. Cocktails and light bites. Raffle prize winners drawn.

**PARKING** Enjoy complimentary meter/street parking along Atlantic Avenue. Please put provided parking pass in your window!

**RAFFLE** Visit each store on the shopping map and collect a raffle ticket at each one when you show your Fashion Week lanyard. If you purchase something at one of the stores, you will receive another raffle ticket at that location! Bring all of your raffle tickets to Johnnie Brown's for a chance to win a goodie basket with gifts from around downtown Delray Beach! Including a stay at the Hyatt Place!

**CONTACT** Need help while shopping? Call us!  
**INFO** 561-575-3672. OR 561-944-6507

**RIDE FREEBEE** Use the FREE golf cart shuttle service in Delray  
RIDE FREEBEE: <http://ridefreebee.com/#download>

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## SUNSATIONAL SHOP & SIP SHOPPING MAP



### WELCOME /CHECK IN

**Ember Grill @ The Ray Hotel**

- 1 Andre Dupree Luxury Designer Handbag Consignment
- 2 A Little Wyld
- 3 Amofta by Mahya
- 4 Ardor Boutique
- 5 BIBA boutique
- 6 Charleston Shoe Co.
- 7 Chef - D'oeuvre France (inside Amofta)
- 8 Coco & Co
- 9 Glavidia Designs
- 10 Global Pursuit
- 11 Haystacks
- 12 Hy pa Hy ma

### END RECEPTION

**Johnnie Brown's**

- 13 J. McLaughlin
- 14 Joyful Blooms (inside Delray Beach Market)
- 15 Morley
- 16 Nina Raynor
- 17 One Door North
- 18 Patchington
- 19 Periwinkle
- 20 Sara Campbell
- 21 Seashell Delray
- 22 Shoes 'N' More
- 23 Surf District Surf Shop
- 24 Selphf (inside Delray Beach Market)
- 25 THE STUDIO
- 26 Who's Karen



BEHIND THE SCENES

# SAND & SEA

SATURDAY, FEBRUARY 26TH, 2022 @ THE RAY HOTEL

Day of prep & setting the scene



VENDOR AND  
SPONSOR  
ACTIVATIONS



THE Scene & Vibe







# 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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