

South Florida
INTERNATIONAL
FASHION
WEEK 2018

Fashion Designer Showcase Invitation

Fashion Avenue Marketing Inc. in collaboration with Fashion for a Cause Foundation, a nonprofit organization, is excited to announce we will be hosting South Florida International Fashion Week, a charity fashion event, taking place February 7th through the 10th, 2018.

Our mission is to become the premier designer presentation in South Florida that offers emerging and international designers the opportunity to broaden their exposure to consumers, retailers, and the media while giving back to the fashion community. Through our partnership with Fashion for a Cause Foundation, your participation in South Florida International Fashion Week will support aspiring designers and industry professionals; a portion of registration fees and ticket sales will be donated to programs that will provide workspace and apprenticeship opportunities where the future of fashion can nurture and hone their skills.

We cordially invite you to join us in this exciting opportunity which we are sure will become a staple event during the fashion week series of shows throughout the world. Please review our package details below and if you're interested in showcasing your collection contact me directly to secure your spot today.

Thank you for choosing South Florida International Fashion Week to showcase your collection, we look forward to working with you.

Pre-register today and receive a 20% discount.

*Offer ends 11/30/2017

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Fashion Designer Showcase Packages

Designer Showcase Package 1 - \$1,250.00 USD (based on availability)

Paid in 2 installments:

\$700.00 deposit due at time of application

\$550.00 balance due 90 days prior to show date

*20% (\$250.00) pre-registration discount, \$1,000.00 (must register prior to 11/30/2017, \$700.00 deposit, \$300.00 balance to be paid 60 days prior to show)

Package includes:

- Up to 12 garments
- 2 VIP admission tickets
- 2 general admission tickets
- 1 backstage pass for assistant dresser
- Company information in program and social media promotions
- Access to a steamer
- Models available, if specific requirements are needed designer must provide at own cost
- General hair and makeup provided for models only, if needed must be requested in advance
- Raw HD-Pro video of collection showing with full copyrights
- Photos in high resolution of collection showing with full copyrights
- Bio on event website

Designer Showcase Package 2 - \$1,500.00 USD (based on availability)

Paid in 2 installments:

\$800.00 deposit due at time of application

\$700.00 balance due 90 days prior to show date

*20% (\$300.00) pre-registration discount, \$1,200.00 (must register prior to 11/30/2017, \$800.00 deposit due at time pf application, \$400.00 balance to be paid 60 days prior to show)

Package includes:

- 13 to 20 garments
- 2 VIP admission tickets
- 4 general admission tickets
- 2 backstage passes for assistant dressers
- Company information in program and social media promotions
- Access to a steamer
- Models available, if specific requirements are needed designer must provide at own cost
- General Hair and Makeup provided for models only, if needed must be requested in advance
- Raw HD-Pro video of collection showing with full copyrights
- Photos in high resolution of collection showing with full copyrights
- Bio on event website

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Feature Designer Showcase Package 3 - \$2,000.00 USD (based on availability, limit 2 designers per show)

Paid in 3 installments:

\$1,000.00 deposit due at time of application

\$500.00 second payment due 90 days prior to show date

\$500.00 balance due 60 days prior to show date

*20% (\$400.00) pre-registration discount, \$1,600.00 (must register prior to 11/30/2017, \$1,000.00 deposit due at time of application, \$600.00 balance to be paid 60 days prior to show)

Package includes:

- Featured showcase collection to open or close the show
- Up to 20 garments
- 4 VIP admission tickets
- 2 general admission tickets
- 2 backstage passes for assistant dressers, a third assistant will be allowed if showcasing more than 15 garments
- Prominently displayed company information in program and event promotional materials including social media and print
- Access to a steamer
- Models available, if specific requirements are needed designer must provide at own cost
- General Hair and Makeup provided for models only, if needed must be requested in advance
 - Hair and Makeup can be suited to your specific requirements for an additional fee
- Raw HD-Pro video of collection showing with full copyrights
- Photos in high resolution of collection showing with full copyrights
- Bio on event website

Neither Fashion Avenue Marketing Inc., Fashion for a Cause Foundation, nor any affiliated sponsor, employee, or event staff member is responsible for any loss or damage to garments, accessories, or belongings. Designers are encouraged to secure their property and bring their own backstage assistant(s).

Cancellation Policy:

Once confirmed, cancellation fees are 100% of deposit. If cancellation is made within 90 days of the event date, cancellation fee is 100% of registration fee paid to date for the Showcase Package selected.