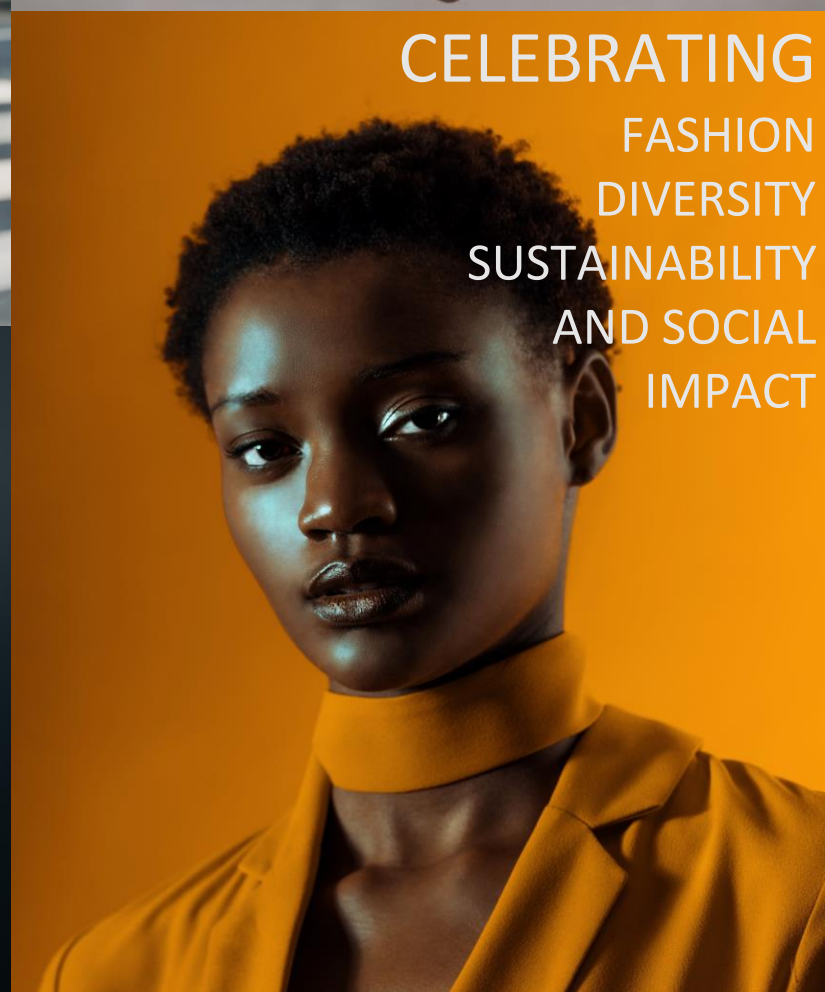


## NORTH AMERICA FASHION WEEK

Aug 1- 4 2019

Marriott, Redmond - Seattle, WA, USA



CELEBRATING  
FASHION  
DIVERSITY  
SUSTAINABILITY  
AND SOCIAL  
IMPACT



NORTH AMERICA FASHION WEEK

CREATE  
COLLABORATE  
SHOWCASE  
NETWORK  
EXPLORE NEW MARKETS  
EXPAND

NORTH AMERICA  
FASHION WEEK



INTEGRATING FASHION ACROSS BORDERS



MULTIPLE PRODUCTS  
MULTIPLE DIMENSIONS  
MULTIPLE COUNTRIES



# NORTH AMERICA FASHION WEEK



MULTIPLE BRANDS  
MULTIPLE SHOWS  
MULTIPLE EXHIBITS  
MAXIMISED OUTREACH



SEMINARS  
PANEL DISCUSSIONS  
HAIR AND MAKE UP WORKSHOPS



NORTH AMERICA  
FASHION WEEK



NORTH AMERICA FASHION WEEK





CURATED FASHION PREVIEWS  
GALA DINNERS AND RECEPTIONS  
NETWORKING OPPORTUNITIES  
MUSICAL EXTRAVAGANZAS



NORTH AMERICA  
FASHION WEEK



NORTH AMERICA FASHION WEEK



BAZAAR

Galore

VOGUE

NYLON

GLAMOUR

WWD

REDMOND  
REPORTER

Schön!  
BURO.

UNLIMITED  
FASHION



**NAFW is a unique melting point for premium fashion labels from across the world to come together and explore an extremely high potential, yet largely under explored market in the US.**

Redmond, Seattle is the epi-center of technology in the US and is home to many IT and Technology giants. The market is ripe with anticipation and excitement and the event has been planned just ahead of the festive season to leverage sales and maximize business generation.

NAFW is an extravagant, carefully curated, collaborative platform for designers and models, HMUA, photographers , defying all cultural and geographical barriers.

During the 4 days of the power packed event – labels gets several opportunities for long term associations and serious networking, apart from instant sales.

## VALUE PROPOSITION

**The event is also hosting a 2 day trunk show and Exhibit - an opportunity to stock, showcase and merchandise to B2B and B2C buyers, along with enriching workshops and fashion seminars.**

**As a non profit we strongly believe in promoting diversity, inclusion, sustainability and will be giving special consideration to brands with a strong social impact.**

# NORTH AMERICA FASHION WEEK



# THE SHOWCASE

With space for 50+ brands to exhibit their collections and up to 30 brands to showcase their collections on a 50ft runway, spanning two days, only the best brands will have the opportunity to participate in the carefully curated fashion shows. All participating brands will receive professional imagery and video footage of their catwalk show.

Each fashion show will have an audience capacity of 250 people.  
(150 seats and 100 standing)

The event invitation will be sent out to an extensive list of buyers, press, including glossy magazines, newspapers, stylists, high profile fashion bloggers and trade press. You are also more than welcome to invite press and buyers you want to invite to view your catwalk show.



NORTH AMERICA FASHION WEEK

# NAFW IMPACT AWARD

Interested brands can apply for this competition. A panel of Industry experts and jurors (press, buyers) will pick one brand to receive the “NAFW – IMPACT Award”. The winning brand will get four free looks in the show in 2020 as well as a cash prize and travel vouchers. Brands will be judged basis their USP, brand philosophy and garments in the catwalk show. The winning brand will also receive extensive media coverage through all channel partners of the event.



NORTH AMERICA FASHION WEEK

# EVENT MARKETING SCHEDULE

- 5 JUNE 2019 “SAVE THE DATE” will be sent out to our extensive press and buyer contacts. Brands will also receive the “SAVE THE DATE” to send out to their own contacts.
- 19 JUNE 2019 The SHOW INVITATION will be set out to all press and buyers. VIP invitations will be hand delivered to exclusive high profile press, buyers and VIPs. Brands will also receive the invitation to send out to their own contacts.
- 21<sup>ST</sup> JUNE 2019 The SHOW SCHEDULE will be sent out to all press and buyers. Brands will also receive the schedule to send out to their own contacts.
- 25<sup>TH</sup> JUNE 2019 The PRE SHOW PRESS RELEASE will be sent out to all press and buyer contacts.
- 15<sup>TH</sup> JULY 2019 The first “COUNTDOWN” to the PRESTIGE LFW SHOW will be sent out to all press and buyers. The countdown will include the brands’ imagery and logos, and will be sent out over a 2-week period.
- 3<sup>RD</sup> AUG 2019  
“TODAY IS THE DAY” final countdown imagery to be sent out.



- 20000 sqft of Exclusive Space
- Ramp with 30 x 20 ft LED screen with AV system
- Custom Decor and Lighting
- Premium Spots for Product Placements
- 50+ Booths

## LOCATION

Redmond, Seattle  
(home of Microsoft,  
Amazon, Boeing,  
Starbucks)

Seattle is 2.3 hrs drive from  
Vancouver, Canada and 3  
hrs drive from Portland  
(home of Nike, Intel)



# ADDITIONAL VALUE CREATION



- NAFW IMPACT AWARD
- WORKSHOPS AND CONTESTS FOR STUDENTS
- MODEL - CALENDAR HUNTS, HMUA



NORTH AMERICA FASHION WEEK



Sassafras  
Veridis  
Alexandra's Designer Consignment  
Sell Your Sole Consignment Boutique  
Baby & Company

Horseshoe  
Marios

Luly Yang  
Butch & Blum  
Momo  
Les Amis  
Pipe and Row  
Show Pony

Totokaelo  
Free People  
Retail Therapy  
Jack Straw Inc  
Clementine  
Sakkhi Style  
Amrapali Boutique  
House of Raina  
Vivah Collection  
Bombay Couture  
Sunny's Bridal Gallery  
Wellgroomed Designs  
The Grand Trunk  
Ross Dress For Less  
Nordstrom  
Macys  
Zuilibly  
Amazon Fashion



BUYERS



NORTH AMERICA FASHION WEEK



ITINERARY



NORTH AMERICA FASHION WEEK

Aug 1<sup>th</sup>  
Thursday

Reception/ Registration/ Seminars / Workshop

Designers/ Fashion Design Students from local schools /  
Models / HMUA

Aug 2<sup>nd</sup>  
Friday

Media - Pre Show Night  
(exclusive – by invitation only)

Media – Interview opportunity

Meet & Greet with Celebrity/ International/ Local designers  
buyers and other fashion professionals

One look per designer – Runway teaser

Wine & Cheese



Aug 3rd

12:00 PM

Trunk Show

Silent Auction

- All proceeds from kids items goes to Seattle Children's Hospital
- All proceeds from adults items goes to Ravishing Women  
(non profit organization)

Saturday

1:00 PM

Opening Ceremony with Live Band

Kids Fashion Show

3:00 PM

Luxury Fashion Show

6:00 PM

Finale with Celebrity Designer

9:00 PM

After Party



Aug 4th

12:00 PM

Trunk Show

Silent Auction

- All proceeds from kids items goes to Seattle Children's Hospital
- All proceeds from adults items goes to Ravishing Women (non profit organization)

Sunday

1:00 PM

NAFW Impact Award Contest

3:00 – 7:00 PM (1 hr break included)

Designer Fashion Shows

Ms. & Mr. Asia Northwest Contest

7:00 PM

Grand Finale with Celebrity Designer



# ORGANIZER



## Menka Soni

Founder & CEO

Entrepreneur (by passion)

Philanthropist (by choice)

Pageant Director (National and International)

Board Member (in many Cities / State Agencies)

E2E - from curation to execution

Fashion – Pageant – Community – Cultural

Brand Promotion

Production & Media

Corporate

State & City

Non Profit



# INDIA OPERATIONS DIRECTOR

## Nidhi Yasha

Founder & Director – The NY studio

Owner - Nidhi Yasha Pret Couture

Fashion Entrepreneur

Fashion Designer



A Gold medalist and President award winner from NIFT, New Delhi and IIM Ahmedabad Alumnus, NIDHI YASHA is the Founder and Director of the reputed and internationally acclaimed Mumbai based design house THE NY STUDIO, which has designed costumes for many national and international films including those nominated for the Oscars and National Awards, and owns the eponymous label NIDHI YASHA PRET COUTURE that the studio houses, which was one of the first sustainable brands in mainstream Indian fashion.

The studio is setting global standards for qualitative specialty costuming as well as fashion design for social impact.

Amid several National level awards and accolades, the studio has also exhibited its works internationally and carried out workshops/lectures on Indian costume and fashion design in collaboration with foreign universities, having made its presence felt globally. Nidhi has been felicitated by the Prestigious University of Hawaii, Honolulu, in their event Bollywood and beyond for her work on “The Buddha” and has been the artist in residence for 3 weeks giving out several lectures across the university. This university boasts of Ex. U.S President Barack Obama as its Alumni. Currently she has lectures scheduled at NYU and Columbia University, NY.

Her eponymous retail label NIDHI YASHA PRET COUTURE debuted at the London Fashion Week, has showed at premium trade and fashion shows across the world and has won several accolades internationally as well as locally and is an admired premium womenswear label in the fashion spectrum retailing at leading multi-designer boutiques and showrooms.

With her expertise and deep understanding of the fashion business and her 15 year long experience across various cross sections of the trade, Nidhi is on board with us as a panelist and is our India Operations Director, carefully curating and helping put together each nuance and detail for the event, while fronting us in our home country, a hub of talent, design and rich culture.



# CREATING SOCIAL IMPACT

Beneficiary : registered non- profit organization  
(501-3c status with IRS, USA)

(also registered as charity org. in Microsoft, Expedia, Boeing, Google)

Encourage, Inspire, Appreciate & Empower Women

API Chaya Partner – preventing domestic violence and human  
trafficking against women

Creating opportunities for local talent  
(models, HUMA, event organizers, photographers)



# SUPPORT from STATE & CITY GOVERNMENT



SUPPORT  
FROM  
LOCAL  
BUSINESS



many more in pipeline...

# CONTACT

[www.northamericafashionweek.com](http://www.northamericafashionweek.com)

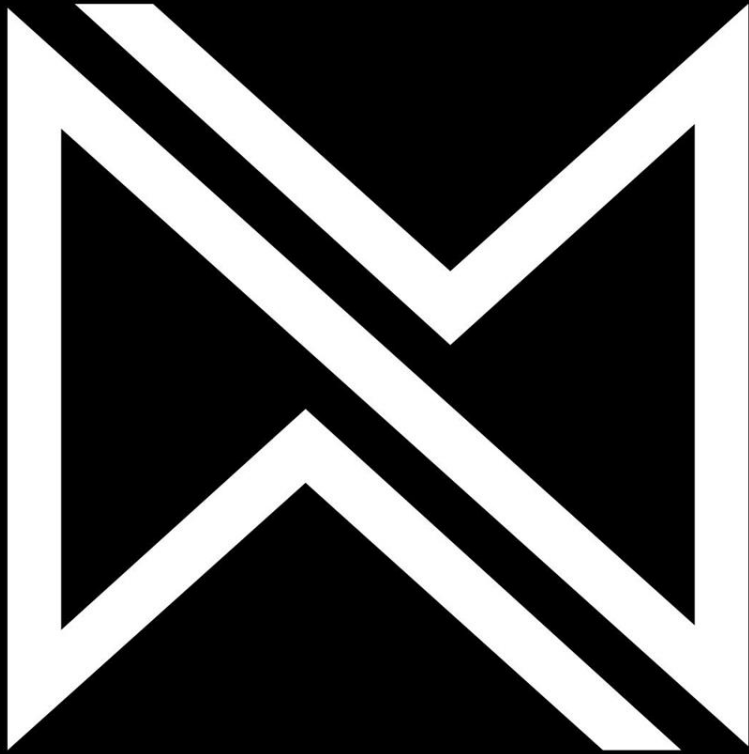
Email : [info@northamericafashionweek.com](mailto:info@northamericafashionweek.com)

US CONTACT : +1-425-418-7181 / +1-425-301-2255

INDIA CONTACT: +91-9820165067



[www.northamericafashionweek.com](http://www.northamericafashionweek.com)



NORTH AMERICA FASHION WEEK  
**COME SOAR WITH US!!**

