

EDEN
ESSENCE presents

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YORK CITY FASHION WEEK

EVENT PROPOSAL

*Prepared by
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WELCOME & INTRODUCTION

Introducing York City Fashion Week: a red-carpet event celebrating and showcasing designers, boutiques, and businesses within the community. Eden Essence presents York City's first ever Fall Fashion Week, a showcase of the season's finest featured fashions sourced from in and around the heart of the city.

ABOUT THE ORGANIZER

In the past year, this York City local has made appearances on the runway during both New York and Los Angeles Fashion Week.

From a young age, Edima Enyong displayed a strong interest in fashion, modeling, art, and design. She has since spent years exploring and expanding her creative passion:

Edima is an experienced artist, graphic designer, illustrator, jewelry-maker, and fashion designer. In more recent years, Miss Enyong has created logos, labels, business cards, wedding invitations, social media marketing, and more for many local businesses. Be on the lookout for this rising star.



The Vision

We are subconsciously conditioned to pay close attention to the latest trends, yet fashion is something that is undercelebrated outside of major cities. It may be a York City Fashion Week event this year, but with the support of the community, we hope to expand to a full week of county-wide events in the years to come.

The Mission

Through Fashion Week Events, the goal is to provide a platform where those with an affinity for dressing the public are supported, appreciated, and celebrated. We hope to showcase the many local designers, boutiques, and other small business within our community through a collaborative effort. "It takes a village..."

ABOUT THE EVENT

Event Name Fall Fashion Week

**Event
Background**

York City Fashion Week was inspired by a strong passion for self-expression, but was created with the local community in mind. The founding idea for YCFW is to boost confidence and morale – one strut at a time. All parties involved with the show will be sourced locally, highlighting the one-of-a-kind, sometimes hidden, talents of our small town.

**Event
Purpose**

A seemingly common find among many smaller boutiques, independent fashion designers, and local shops is the overuse of stock photos. The lack of consistently-accurate depictions of garments often leads to unrealistic expectations from consumers and general distrust of “small” brands. How do we solve this problem? York City Fashion Week will allow designers and boutiques alike to style their collection and promote their brand in a manner that best suits their needs and desires.



EVENT HIGHLIGHTS

Event Date : Saturday, October 8th, 2022

The Venue : The Valencia Ballroom

Entrance Price : \$85 VIP Front Row; \$65 Front Row
(as available) \$35 General; \$15 Standing

**Keynote
Speakers :** TBA

**Featured
Performers :** YCFW is sourcing local musical talent, live demonstrations, and other entertainment. If you wish to be a part of the show, please register online.

**Media
Promotion :** Flyers & Programs, Promo Videos, Professional Photography, Social Media Marketing, Commercials & Ads.

**Other
Information :** All **Front Row** ticket purchases include a *YCFW Tee* and other freebies. **VIP Front Row** is an “unlocked” experience and includes a special invitation to our *Pre-Show Social* on First Friday in October and exclusive access to upcoming events and offers!

ATTENDEES PROFILE



45%

Fashion Fiends

These trailblazers have a desire to stand out from the crowd and are typically the first to know about the latest trends. They will likely attract the most attention.



30%

Chic Citizens

Residents of Downtown York that show support for local businesses and attend events regularly. They like to stay up to date about community news and events.



25%

Entourage

Registered individuals that are essential to the success of York City Fashion Week including, but not limited to models, designers, makeup artists, & hairstylists.



Event Paparazzi

There will be a red carpet outside of the venue that will be open to the general public for photo opportunities at the opening and closing of the show. During the event, designers and models will occupy this area for photos. Passers-by will not be permitted to be on or directly near the red carpet at this time, but are encouraged to capture content and post to social media. Be sure to tag us: @ycfashionweek

JOIN THE ENTOURAGE!

York City Fashion Week happily welcomes all partnerships and collaborations! Be a part of a fast-growing team of local talent and businesses with the common goal of creating a unique audience experience both for and by the community.



*If you were looking for a sign,
THIS IS IT! Roll Call:*

*Photographers • Videographers
Make-Up Artists • Hairstylists • DJs
Production • Stage Crew • Security
Makers • Creators • Vendors • Venues
Small Business Owners • Interns
General Show-Day Volunteers*

ALL EXPERIENCE-LEVELS!

*See how you can help;
Register today!*

OUR PARTNERS



YOUR LOGO HERE

YOUR LOGO HERE

THE MEDIA



YOUR LOGO HERE

YOUR LOGO HERE

EVENTS SCHEDULE

Use these tentative schedules as guides to what to expect during the Pre-Show Social and Show Day. Event times are subject to change. A final schedule will be released closer to Show Day!

Pre-Show Social | Friday, October 7th

EMERGING DESIGNER SHOWCASE (VENUE TBD)

6:00PM-7:00PM	Cocktail Hour; Meet & Greet
7:00PM-7:30PM	Greeting & Introduction
7:30PM-7:45PM	Musical Guest
7:45PM-8:00PM	YCFW Teaser
8:00PM-8:45PM	New & Emerging Designer Showcase
8:45PM-9:00PM	Special Thank & Closing Remarks
9:30PM-Midnight	Pre-Show After-Party?

Show Day | Saturday, October 8th

YCFW FASHION SHOW AT THE VALENCIA BALLROOM

6:00PM-7:00PM	Cocktail Hour; Red Carpet Photos
7:00PM-7:30PM	Greeting & Introduction
7:30PM-7:45PM	Emerging Designer Spotlight; YCFW Preview
7:45PM-8:00PM	Musical Performance
8:00PM-8:45PM	Designer Showcase #1
8:45PM-9:00PM	Live Demonstration
9:00PM-9:45PM	Designer Showcase #2
9:45PM-10:00PM	Special Thanks & Closing Remarks

WALK IT OUT.

Now accepting model applications for our YCFW Fall Fashion Show. All experience levels are encouraged to apply. The first model call will be announced soon. Don't wait – Register online!

Show Day Models will receive a brief group runway training, a personalized YCFW digital announcement/flyer, print/digital exposure, and exclusive information about how to get involved with upcoming New York Fashion Week events.

ALL SELECTED MODELS WILL BE REQUIRED TO ATTEND AT LEAST ONE MODEL FITTING PRIOR TO THE SHOW.

Want more? Utilize our team of professionals to get the full model treatment. *Amplify your runway experience:*

RUNWAY TRAINING	PROFESSIONAL HEADSHOTS	COMPOSITE CARDS
<p><i>Worried that the basic runway training won't be enough?</i></p> <p>We offer additional runway training, which provides a more intimate experience and one-on-one time to make sure you're runway-ready!</p>	<p><i>Want to take it to the next level?</i></p> <p>If you plan to connect with fashion designers and shows in the future, you should consider professional head/full-body shots to help you stand out from your competition.</p>	<p><i>Want to make a good first impression?</i></p> <p>Composite cards are a must if you plan to pursue modeling opportunities. Comp cards serve as a quick for head/full-body shots, contact info, and body measurements.</p>

These services are not included in the free modeling package.

LIGHTS, CAMERA, ACTION!

Show a collection on a real runway during our York City Fashion Week event! Registered boutiques and designers will have the opportunity to build a runway experience that is perfectly-tailored to meet their business and branding needs.



RUNWAY PHOTOS & VIDEO

Receive professionally-edited, high quality photos and videos of your collection with full copyrights, as well as a digital YCFW Featured Brands & Boutiques promotional flyer for your use.



SPECIAL EVENTS & OFFERS

Invitation to the Pre-Show Social and Show Day Red Carpet, attendance to a scheduled model fitting prior to the show, and exclusive access to upcoming events and discounts.



FEATURED BRANDS & BOUTIQUES

Mention and tag in promotional ads and additional content, inclusion in Featured Brands & Boutiques section of page, promotional flyers, and event program. YCFW Badge for website.



BRANDING & MARKETING MATERIALS

Receive a digital flyer with looks from your runway collection. Add a Creative Studio Shoot to build a mini-zine for your brand, or a Full Line Shoot and create a look-book of your entire runway collection.

THE BENEFITS

York City Fashion Week is a community event designed to promote every single party that is involved. We offer several packages to fit any budget, with payment plans available. In addition to our offerings, boutiques and designers will see many other rewarding benefits of the runway.

1

Brand Awareness & Media Exposure

With so many promotional flyers and content creation opportunities, each brand will be able to reach a much larger audience than before.

2

Networking & Collaboration Opportunities

Gain experience and exposure in the fashion world, while working closely with local businesses, entrepreneurs, creatives, and other organizations!

3

Reconnect With Your Customers

Attract a variety of new customers and watch old customers resurface! A loyal following will be more than thrilled to watch every part of your YCFW experience.





Confidentiality Agreement

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