



THE 2024

Couture & Cars

FASHION SHOW

SATURDAY, JULY 27, 2024

LEMAY-AMERICA'S CAR MUSUEM

WWW.COUTUREANDCARS.COM

DESIGNER PACKET

Presented by



EVENT INFORMATION

Event Title: 2024 Couture & Cars Fashion Show

Event Website: www.coutureandcars.com

Event Date: Saturday, July 27, 2024

Estimated number of attendees: 500-550 (525 attendees in 2023)

Venue: LeMay - America's Car Museum (<https://www.americascarmuseum.org/>)



ABOUT THE COUTURE & CARS FASHION SHOW

This is the 6th annual Couture & Cars Fashion Show. We will be showcasing couture designers from the northwest region. We have merged our love of fashion and cars to bring you this unique fashion show experience!

ABOUT FASHION DISTRICT NW

Fashion District NW focuses on elevating the fashion industry and community in the northwest by hosting shows, education series and networking events that bring all forms of talent together. Our events spotlight local designers as a medium to broaden their exposure in the northwest.

Fashion District NW produces fashion shows in the region such as Fashion is ART (www.fashionisart.net).

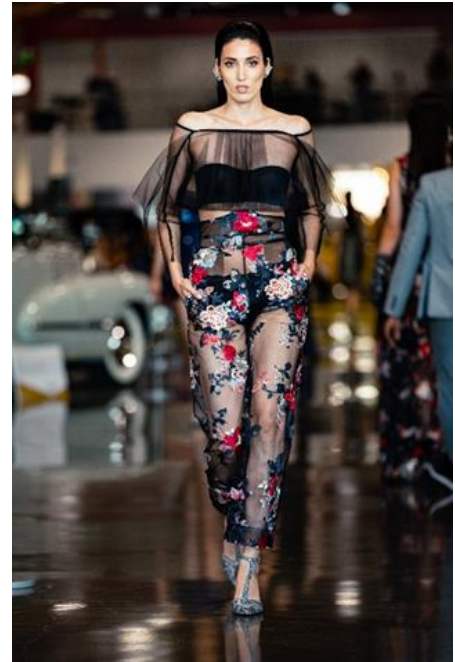
Fashion District NW Mission Statement: Fashion District NW is dedicated to educating and connecting the fashion community within the northwest.

For more about Fashion District NW please go to our website:
www.FashionDistrictNW.com

TARGET DEMOGRAPHIC

The target demographic for fashion events is generally an audience comprised of 70% females and 30% males, with ages ranging from 21-60. A large portion of the audience falls between ages 25-45, with a college degree and a high annual income. Most of our attendees will come from King, Pierce, Snohomish, and Thurston counties.

Our audience consists of those who consider themselves fashion trendy and look for quality rather than quantity. They often attend events to keep up on the local fashion scene and to be a part of the prestige associated with fashion.



TARGET DESIGNERS

We are looking for custom designers that create a high fashion, cohesive collection with fashion show experience. Our designer selection process will determine how well a designer will fit into this event.



PARTICIPATING DESIGNERS CAN EXPECT

- An experienced production team both backstage and front of house
- Photo coverage from multiple photographers and photos provided 7 days after the event
- Includes an individual designer video of all your looks from the show
- Media exposure from local magazines, newspapers, and fashion bloggers
- Clearly established timelines for all aspects of the show (provided in our Designer Agreement) which will be given after a designer has been approved
- Includes 3 total social media post (2 pre-show, 1 post show) to promote designer via Fashion District NW Facebook & Instagram
- Includes a post-show sales platform to help sell your clothing via the Couture & Cars website called Off the Runway
- A vast selection of experienced runway models to select from, that fit your preselected requirements
- An experienced hair and makeup team to aid in the creative process for a specific look and feel for your collection



DESIGNERS SHOWCASE PACKAGES

Designer Package: Includes 2 VIP Tickets or 4 2nd/3rd row tickets (combinations can be customized for your specific needs), includes event photos.

12 Looks Standard Package: \$1,399

Each additional look up to 20 Looks: \$100 each

A payment of \$399 is required at signing, then the remaining balance can be broken up into as many as 5 automatic monthly payments.

****Accessory Designer** may partner with a clothing designer to showcase their collection on the runway.

****Estimated Ticket Prices:** \$95 for VIP and \$65 for 2nd/3rd row

*******If designers wish to purchase additional tickets for family and friends, you can purchase them directly from us to avoid the Eventbrite fees (saving you an additional 5-10% off) and pay via PayPal.



DESIGNERS APPLICATION PROCESS

Step 1: Complete online application: [APPLICATION LINK](#)

Step 2: Schedule a garment review to go over samples in-person

Step 3: If approved, submit a non-refundable deposit of \$399 and turn in a signed Designer Agreement.

Step 4: Select a payment plan for the remaining balance (payments can be broken up into as many as 5 automatic monthly payments).

If you have questions, please email them to designers@fashiondistrictnw.com.

