



THE 2023

*Couture & Cars*

FASHION SHOW

SATURDAY, JULY 22, 2023

LEMAY-AMERICA'S CAR MUSEUM

[WWW.COUTUREANDCARS.COM](http://WWW.COUTUREANDCARS.COM)

# 2023 POST EVENT RECAP



# EVENT AT A GLANCE

## **2023 Couture & Cars Fashion Show**

On July 22, 2023, Fashion District NW produced the 2023 Couture & Cars Fashion Show at the LeMay-America's Car Museum in Tacoma, WA. The event showcased 6 couture designers from around the Northwest.

### **Attendee Numbers:**

Total Attendees: 543

VIP Attendees: 154

2<sup>nd</sup>/3<sup>rd</sup> Row Attendees: 322

Miscellaneous: 67

Note: Attendee numbers reflect tickets sales, as well as tickets given to press and local fashion influencers.

### **Showcasing Designers:**

- Rossario George
- GGY Collections
- AmbizzFlair
- Cin X Zaya
- Julie Danforth Designs
- Santiago Alejandro

### **Sponsors:**

Artistic Plastic Surgery

Sound Films

Gene Juarez Salons & Spas

LeMay-America's Car Museum

Showcase Media



# WEBSITE PERFORMANCE

Fashion District NW created a website dedicated specifically for the 2023 Couture & Cars Fashion Show (<https://www.coutureandcars.com/>), which showcased the designers and sponsors for the event, as well as provided a portal to our ticket sales.

## Coutureandcars.com Website Statistics

Stats recorded for February 5, 2023 - August 5, 2023 (6-month period)

**6,685 Total Visitors** (Up from 5,872 in 2022)

**9,574 Total Website Page Views** (Up from 8,952 in 2022)

### Traffic Sources

- **43.4% Direct Links (via email)-2,902**
- **20.8% Social Media-1,531**
- **18.3% Search-1,302**

## Eventbrite (Ticket Page) Statistics

Launched on July 28, 2022, stats recorded on August 5, 2023

**4,075 Total Event Page Views**

## Facebook Event Page Statistics

Launched on February 1, 2022, stats recorded on August 7, 2022

**23,506 Total Page Views**

Event page resulted in 983 responses



# SOCIAL MEDIA PERFORMANCE

Fashion District NW focused on two social media platforms for this event: Facebook and Instagram. We leveraged our social media to promote the event, showcase the designers, and highlight our sponsors.

## Fashion District NW Facebook Page

**From April 5, 2023 – August 5, 2023**

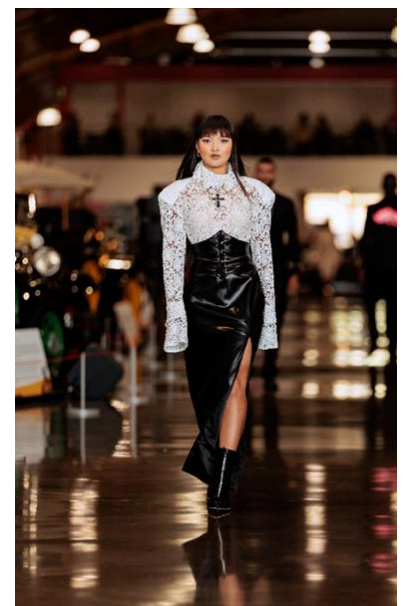
4, 475 Facebook Page Visits (Up from 96.1% in 2022)

27,618 Facebook Page Reach

## Fashion District NW Instagram

6,871 Instagram Page Visits (Up 43.7% from 2022)

14,217 Instagram Page Reach (Up 4.4% from 2022)



# EVENT MARKETING ASSETS


## Websites:

- [www.fashiondistrictnw.com](http://www.fashiondistrictnw.com)
- [www.coutureandcars.com](http://www.coutureandcars.com)

## Event Flyer

7,000 Printed and Distributed

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FASHION SHOW



SATURDAY, JULY 22, 2023  
LEMAY-AMERICA'S CAR MUSEUM  
[WWW.COUTUREANDCARS.COM](http://WWW.COUTUREANDCARS.COM)

The COUTURE & CARS FASHION SHOW merges our love of fashion and cars to bring you this unique fashion show experience! It will be held at the LeMay - America's Car Museum on **Saturday, July 22nd** from 6:00 - 11:00 pm.


**SHOWCASING DESIGNERS:**

- Ambizz Flair
- Cin X Zaya
- GGY Collections
- Ivan Delfin
- Julie Danforth Design
- Rossario George
- Santiago Alejandro

**TICKET PRICES:**  
\$85 VIP (Front Row Seating, free drink ticket & Prepaid Parking \$5 Value)  
\$55 2nd & 3rd Row (Includes prepaid parking \$5 Value)

For more information or to purchase tickets, please visit [www.coutureandcars.com](http://www.coutureandcars.com).

If you have any questions about the event, please email us at [info@fashiondistrictnw.com](mailto:info@fashiondistrictnw.com).



## Event Posters (8.5X11)

250 Printed and Distributed

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## Event Programs (Tri-Fold)

250 Printed and Distributed

Welcome to the 8th annual Couture & Cars Fashion Show. We are excited to showcase couture designers from the northwest region. We have merged our love of fashion and cars to bring you this unique fashion show experience.

**Event Schedule:**  
6:00 pm Event Doors Open  
6:45 pm Start Seating  
7:00 pm Fashion Show Starts

#1 Rossario George  
#2 GGY Collections  
#3 AmbizzFlair

**Break**  
#4 Cin X Zaya  
#5 Julie Danforth Design  
#6 Santiago Alejandro

9:30 pm Afterparty at the venue (LeMay Museum)  
11:00 pm Event Ends

PLEASE NO FLASH PHOTOGRAPHY

We have 3 bars available, they are located near the front entrance, upstairs in the mezzanine, and at the far end of the main floor.

**Fashion District NW Social Media**  
Facebook: @FashionDistrictNorthwest  
Instagram: @FashionDistrictNW  
TIKTok: @FashionDistrictNW

**Event Hashtags**  
#FASHIONDISTRICTNW  
#COUTUREANDCARS2023  
#COUTUREANDCARS



**Special Thanks to our Sponsors**  
Artistic Plastic Surgery  
Carr's Restaurant & Catering  
Gene Juarez Salons & Spas  
LeMay-America's Car Museum  
Tin Can Alley  
Showcase Magazine

For more information about our sponsors please visit [www.coutureandcars.com](http://www.coutureandcars.com)

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GENE JUAREZ  
SALONS & SPAS



**Showcasing Designers:**

**Rossario George**  
Website: [www.rossariogeorge.com](http://www.rossariogeorge.com)  
Facebook: @HouseofRG  
Instagram: @rossario\_george

**GGY Collections**  
Website: [www.ggycollections.com](http://www.ggycollections.com)  
Facebook: @officialggycollections  
Instagram: @ggycollections

**AmbizzFlair**  
Facebook: @ambizzflair  
Instagram: @ambizzflair

**Cin X Zaya**  
Website: [www.cinxzaya.com](http://www.cinxzaya.com)  
Facebook: @zayaclottingshop  
Instagram: @cinxzayaco

**Julie Danforth Design**  
Website: [www.juledanforthdesign.com](http://www.juledanforthdesign.com)  
Facebook: @Julie-Danforth-Design  
Instagram: @jdanforth

**Santiago Alejandro**  
Facebook: @santiago\_alejandro  
Instagram: @santiago\_and\_santiago  
Instagram: @santiago\_alejandro\_m

For more information about our designers, please visit [www.coutureandcars.com](http://www.coutureandcars.com).

**Event DJ:** Nelson Estrada  
**Event Emcees:** David Bailey, Sabrina Tubbs, & Marices Valdez Castro

Tonight's emcees were pre-recorded to help make the audio come through more clearly.

Special thanks to all the Fashion District NW Staff who put countless hours of hard work into making the 2023 Couture & Cars Fashion Show an amazing event.



**About Fashion District NW:**  
Fashion District NW was formed to educate and connect the Northwest fashion communities. They produce the Couture & Cars Fashion Show, Fashion in Flight, Fashion is ART, & the Fashion Connect networking events.

For more on Fashion District NW, please visit [www.fashiondistrictnw.com](http://www.fashiondistrictnw.com)

**Upcoming FDNW Events:**



**FASHION IN FLIGHT**  
Fashion in Flight  
Saturday, September 30, 2023  
The Museum of Flight  
[www.fashioninflight.org](http://www.fashioninflight.org)



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Saturday, July 27, 2024  
LeMay-America's Car Museum  
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**FASHION IS ART**  
Fashion is ART  
Coming back in 2024  
Seattle Design Center  
[www.fashionisart.net](http://www.fashionisart.net)