

Fashion Week San Antonio 2009 – Proposed Event Outline

Fashion Group International of San Antonio

Coordinators – Priscilla Martinez and Sheila Masterson

Runway – Ayse Derman, Fashion Show Committee Chair

**1) Fashion Au Naturele, Night of Stars - Gala Event, Saturday, October 10th, 7p-11p
At historic Sunset20Station; Fashion Week Finale
\$85 M \$100NM– seated dinner floor level; \$25M \$35NM - balcony w/ hors d'oeuvres**

- a. Begin with presentation of Proclamation by city official honored guest
- b. "Fashion Au Naturele" GOingGREEN runway show immediately follows, first produced by Fashion Group Int'l of San Antonio in Nov 2008, was recognized by our parent org in NY Fashion Group Int'l and was honored with the Merit Award for Best Special Event 2008.
- c. Go Green runway show uses submitted designs from students and designers in the industry using recycled materials. Scholarships funds and cash awards will be presented in several categories, including Best Aesthetic Appeal, Most Creative Use of Repurposed Material.
- d. Congratulate 4 trendsetter honorees: Industry Leader Award, Designer Visionary Award, Fashion Advocate and Rising Star Award.
- e. Finish with featured Niche & Angelina Mata, 2 local/regional designers, to showcase their collections as headliners on the runway. Niche will show spring 2010, Mata will show fall 2009.
- f. All talent is volunteer; models are professional; makeup and hair professionals sponsored by ULTA cosmetics; assistants to hair & makeup are juried selection
- g. Silent Auction to go on throughout

Education – a few are still to be confirmed

1) Career day – Cynthia Rangel of IADT. International Academy of Design & Technology – Committee Chair

Events- confirmed for Friday, October 9th, 10a-2p at IADT

- a. 1000 am - 1100 am - **Guest Speaker**; Donna Muslin
- b. 1100 am - 1200 pm- Seminars in two groups. Students interested in Merchandising or Marketing will hear two seminars on "**Marketing your Fashion Business**" and "**Merchandising for your Customers**". Second group of students interested in designing will hear two seminars on "**Developing your Clothing Line**". Rita Verreos to speak on her brother Nick Verreos' experiences on Project Runway Season 2.
- c. 1200- 100pm- **Meet with On-site Employers**. Students will have lunch and be able to We will also have activities for them to participate in if they wish to do so.
- d. 100pm - 200pm- **Fashion Show and Awards**
- e. IADT will be sending out info to all High Schools starting in August 2009

2) Exhibits/Seminars – Dr. Sharon Welkey, Exhibits Committee Co-Chair

- a. **Witte Museum Period Fashion Accessories** – behind the scenes archival presentation
- b. **TRENDS Magazine & Express-News Trend Report/Cocktail Kick-off Party** presented by Michael Quintanilla, confirmed for Monday evening, October 5th, 7p-9p
- c. **Accessories Report**, hosted by Julian Gold, confirmed for Weds October 7th
- d. "**How tos with computer graphics**" seminar at IADT; Computer Graphics for Fashion Designers
- e. "**Gaining Fashion Inspirations from the Arts.**" the San Antonio Museum of Arts- tour and seminar Fashion Sketching with IADT instructor from New York ; confirmed for Tues 6-8:30p

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3) Industry tours/demonstrations – Adrienne Rojas Yunger, Exhibits Committee Co-Chair

- a. **Niche Clothing Company** studio tour from concept, through production to finished product; mass fabric cutting demonstration; Confirmed for Tues 12-1:30p.
- b. **Anthropologie** – Green Theme Project – in store, hands on green craft project with Green lecture, networking, shopping; confirmed for Thurs 5-9p
- c. **Big Grass Bamboo** – Green Garden Party; Green/Sustainability theme with Meet the Models Designers for GOingGREEN Night of Stars Gala
- d. **La Fuerza Unida** - Sewing Coop – tour and demonstration; confirmed for Thurs 12-2p
- e. **Dos Carolinas** – Caroline Matthews; guayabera manufacture tour/demo; not yet confirmed
- f. **AMAR in the Quarry Village** – *Kevyn Aucoin* Make-up Master Class, Fri Oct 9th, 12p-2p
- g. **Fiber Arts of SA** - Textiles demonstration and exhibit; not yet confirmed

Industry Promotions and Consumer Activities

- 1) **"An Evening of Fashion" at La Cantera.** The stores who volunteer to participate could have shows, trunk shows, etc. and Fashion Week participants could get discounts at those stores.
- 2) Interested stores in La Cantera include Sephora, BCBG, Betsy Johnson, Ralph Lauren, Anthropologie
- 3) **Silent auction at Night of Stars Gala**

Parties (cover charge - \$10-\$20)

“Green” Garden Party - Meet the Designers & Models - cocktail event Friday, October 9

- 1) **Big Grass Bamboo** - Green Garden Party; Green/Sustainability theme with Meet the Models Designers for GOingGREEN Night of Stars Gala

For Fun

“what’s the mayor, Julian, wearing today?”;

“what’s the mayor’s wife Erica wearing today?”

Additionals being produced by outside sources but want to be included in our Fashion Week

- 1) La Gloria at the Guadalupe Cultural Arts Center – Sat. Oct 10 -6-9p
- 2) Angelina Mata Atelier show – Thursday Oct 8

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	Monday 10-5	Tuesday 10-6	Wednesday 10-7	Thursday 10-8	Friday 10-9	Saturday 10-10
10a-11p					Career Day at IADT – Opening Guest Speaker Donna Muslin**	
11-12p					Career Day at IADT– Seminars in 2 groups “Marketing your Fashion Business”, “Merchandising for your Customers” and “Developing your Clothing Line”	
12-2p		Niche Clothing Company Studio Tour, design concept to finish product presentation with Fabric Cutting Demo	La Fuerza Unida - Womens Sewing Coop Factory Tour and Demo 12-2pm		Career Day at IADT- Meet with on site employers; Fashion Show & Awards;	
3-5p				An Evening of Fashion at La Cantera; **	How to’s with Computer Graphics- Seminar at IADT; **	
5-6p		5-6p Witte – Behind the Scenes Period Accessories Limited Tour; **		An Evening of Fashion at La Cantera; **		La Gloria – Guadalupe Cultural Arts Center
6-7p		6-8:30p Gaining Fashion Inspiration from the Arts – with NY Fashion Sketch Inst in conj with SA Museum of Arts;		Anthropologie- Green home accessory project in-store event	5:30-7:30 Amar In the Quarry Village Kevyn Aucoin Makeup Master Class	
7-11p	TREND Report Cocktail Kickoff Express-News & Michael Quintanilla		Accessory Report with informal modeling Michael Quintanilla at Julian Gold	Angelina Mata- atelier show	“Green” Garden Party Big Grass Bamboo; Meet the Designers & Models	AuNaturale GoGreen Show/ Night of Stars Gala at Sunset Station; Trendsetter Awards; Runway with Angelina Mata local couture designer, Nilgun Derman & Niche, Adrienne Yunger Menswear; Silent auction

*A few other things are being proposed for the week; will include these events time permitting.

** To be confirmed

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Sponsor Commitments Received

Express-News TRENDS Magazine

Niche Clothing Company – Gala angel table sponsor

International Academy of Design & Technology – host for Career Day; Gala table sponsor

ULTA Cosmetics – all makeup products & professionals for fashion shows; products for Gala gift bags

Lari Nelson Management – models

Black Sheep Model Management - models

URTHSTUDIOS – event photography, marketing photography, silent auction package

joyarte jewelry couture – products for gift bags

Anthropologie – silent auction - personal shopping giftcard

Amar Cosmetics – silent auction; gift bags

KM Impressions

San Antonio Magazine

PHASE Online Fashion Magazine

Historic Jackson Ranch

Potential Sponsors

Neiman Marcus

Nordstrom

Hyatt

Santikos Theatres

Time Warner

City of San Antonio?

Witte

Borders

WOAI TV & Radio

KENS TV

San Antonio Convention & Visitors Bureau

Local boutiques

Potential Print and Media Sponsors

TRENDS Magazine - Express-News

Stash

SA Magazine

PHASE

Committees

Fashion Show Production

Sponsorship

Public Relations

Exhibits/Tours/Workshops/Seminars

Goal : to have Fashion Week SA 2009 an annual proclaimed city event – wheels are in motion for this with request into the mayor's office;

Launch date of 10-5-09 (week of Oct 5-10)