



START
FASHION
SHOW

Saturday May 3rd, 2014

BY SPECTRUM-TECH MEDIA

START FASHION SHOW

Saturday May 3rd, 2014

SHOW

800 Town and Country Boulevard
Houston, TX 77024

713.629.5200

citycentreinfo@midwaycompanies.com





THE IDEA

Spectrum Tech Media, in conjunction with WEGO Agency, will create a unique vision for an 'open to the public' fashion show spotlighting up and coming Houston designers. City Centre has been selected for the location because of its central location and number of small, yet well-known shops available to help promote and sponsor the event. We will create an online presence as well as a local presence in the weeks before and after the event. There will be local clothing designers as well as product designers called upon to participate in various ways with the show. We propose that this event be held on Saturday, May 3rd 2014.



EVENT DESCRIPTION

This is an open, non-profit event in Houston to promote fashion awareness and spotlight local designers. We have chosen a graffiti theme for the location in City Centre. This theme will include black lights, neon colors, and reflective paint. We will invite local graffiti artists to come and paint or 'tag' the walls of the event location in the reflective paint to create a unique feel for the event. Since the walls are unfinished, there will be no need to erase the work done because the completion of the location in the future will call for wall treatments anyways. The backlit runway will be set up in the center of the location with target lighting.

We will also have a screen set up for overflow in the center of a grassy area in the center of City Centre surrounded by restaurants and shops. This is a popular area for gatherings and would be a great extension area to accommodate the 'casual viewer' that cannot fit into the actual event area.

There is the option to host an event during the day before the runway show. These events are popular at City Centre and will cost nothing to host as the vendors bring their own tents and materials. All we need to do is register the event. This event



would allow the local designers and vendors to meet people face to face and share their designs or commission some work. Once the sun starts to set the event will move inside.

We will have gift bags for the first 50 people to attend the event. The bags will contain coupon books with coupons from all participating shops in the surrounding area along with items from local vendors. This will include hair ties, cologne/perfume samples, water bottles, etc. These are all donated items used with the intention of promoting their future business.

OUTCOME

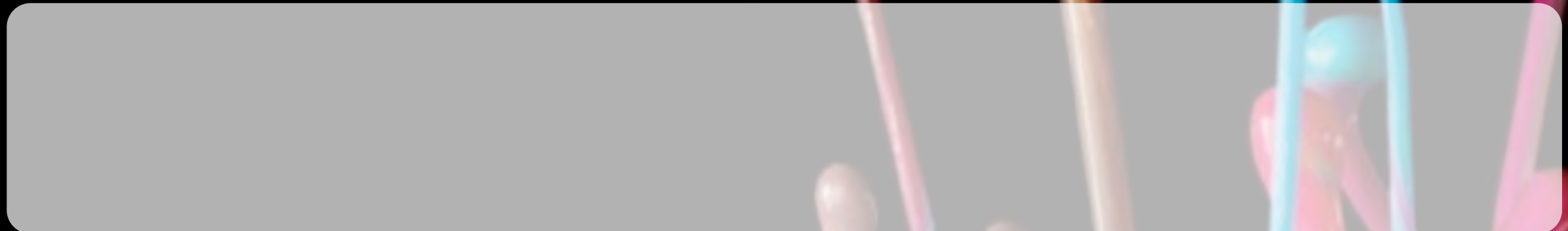
Everyone attending the market or the fashion show will be given a book of coupons provided by all involved shops, designers, etc. We will track the event's success by how many people use these coupons in the next two

months. We can also implement a tracker to see how many people view the ebook before and after the event along with which links are followed.



CONSUMER INSIGHTS

Consumers want to feel special, unique, and appreciated. City Centre itself feels like an upscale village and will naturally attract those types of customers. We will further appeal to these customers by sending out VIP invitations to surrounding zip codes near the event. These VIP passes will secure the visitor early entrance to the event and seating rather than standing area. The first 50 people through the door will also receive a gift bag full of promotional coupons and items to further treat them.



Fashion Designers

Emerging designers from the Houston area will be presenting their work illustrating different ideas and concepts of fashion. They will work on a mini collection with “graffiti” as a theme which will show on StArt Fashion Day.



INTRODUCTION

There will be ten fashion designers from all over the Houston area. Some of them are students from the local Fashion schools like Houston Community College and The Art Institute of Houston. There will also be some designers who already own their boutiques showcasing their designs.

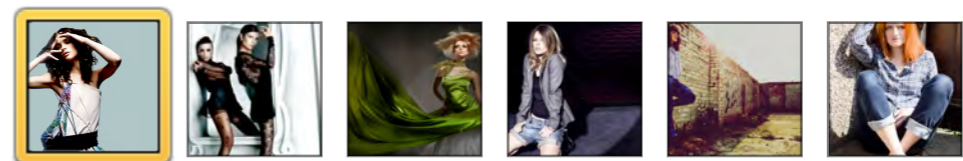
Every designers is on charge of designing a mini collection focused on a graffiti theme collection.

1. Kay Kay Dou
2. Peck Morris
3. David Kyle
4. Thy Vo
5. Mou Bochrett
6. Couture Lee
7. Rossy Poss
8. Lyly Taylor
9. Llily Champroux
10. Toni Whitky

Gallery 2.1 Prospect Designers



This dress was inspired by Indian Culture and Greek designs -Peck Morris.



DESIGNERS' BACKGROUND STORIES



Tony Whitky



BASIC BACKGROUND INFORMATION
 Tony Whitky was born in May 27, 1977 in Missouri, USA. He is a male, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. He is currently working as a Fashion Designer at the University of Missouri. He is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Male
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Couture Lee



BASIC BACKGROUND INFORMATION
 Couture Lee was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

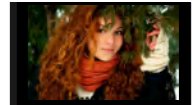
Thy Vo



BASIC BACKGROUND INFORMATION
 Thy Vo was born in May 27, 1977 in Missouri, USA. He is a male, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. He is currently working as a Fashion Designer at the University of Missouri. He is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Male
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Mou Bochrett



BASIC BACKGROUND INFORMATION
 Mou Bochrett was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Lily Taylor



BASIC BACKGROUND INFORMATION
 Lily Taylor was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Peck Morris



BASIC BACKGROUND INFORMATION
 Peck Morris was born in May 27, 1977 in Missouri, USA. He is a male, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. He is currently working as a Fashion Designer at the University of Missouri. He is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Male
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Lily Champroux



BASIC BACKGROUND INFORMATION
 Lily Champroux was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

David Kyle



BASIC BACKGROUND INFORMATION
 David Kyle was born in May 27, 1977 in Missouri, USA. He is a male, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. He is currently working as a Fashion Designer at the University of Missouri. He is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Male
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Kay Kay Dou



BASIC BACKGROUND INFORMATION
 Kay Kay Dou was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer

Rossy Poss



BASIC BACKGROUND INFORMATION
 Rossy Poss was born in May 27, 1977 in Missouri, USA. She is a female, single, and has a Bachelor's degree in Fashion Design from the University of Missouri. She is currently working as a Fashion Designer at the University of Missouri. She is also a member of the Missouri Fashion Council and the Missouri Fashion Designers Association.

Personal Information
 Age: 45
 Sex: Female
 Marital Status: Single
 Education: Bachelor's Degree
 Occupation: Fashion Designer



FASHION

Trends change overnight, but currently there is a lot of focus on edgy and unique fashion. This can be defined in many ways, but we have noticed lots of neons and bold colors/prints mixed with solid colors. 3D printed jewelry and accessories are becoming more and more popular. Eco-friendly has been a top runner for a while and is still considered very trendy currently. No matter what the fabric or material designer are going crazy with new and revived textures. We believe that all these trends and more will fit nicely into our graffiti theme.

MEDIA

Digital marketing is definitely on trend right now, however, this still does not replace good old fashioned printed media. The current trends are websites, email blasts, social media announcements and coupons, ebooks for shopping catalogs online, printed catalogs, printed coupons, flyers, displays, events, downloadable apps, and free samples. The more unique the printed piece the better. City Center stores also make a point to go store to store and offer printed coupons to employees that work nearby hoping to promote purchases because of location and discounts.

COMPETITION

The competition would be other shopping centers in the area like Memorial City mall and the Galleria, or Highland Village. The only direct competition considering the area would Memorial City mall, but because there are no events being held there, we really don't consider this a threat. Our location draws its own crowds and is its own destination, and the beauty of the event is that it is free and open to the public.

The Enchanted Garden Fashion Show

Fashion show for kids that they get to participate in. They will have photo booths, appetizers and sweets as well as booths to shop at. Even is free, but you need to print a ticket offline. This event is only a few weeks before ours. They are using Facebook, Website, an ad in the Chronicle, YouTube, and printer flyers.

Houston Fashion Week

Described as a 'Luxurious multi-day event'. This is a pay to attend event and also requires the designers to pay a \$500.00 application fee to have their designs considered to walk in the show. This show is utilizing a webpage, Facebook, Youtube, and word of mouth.

Kurleidoscope Sprint Fling Kurl Mixer

Free event to attend. Spotlight on hair care, fashion and makeup tips. This event is at the very end of March. Must purchase tickets for \$15 or \$20. This is considered a trade-





Designers

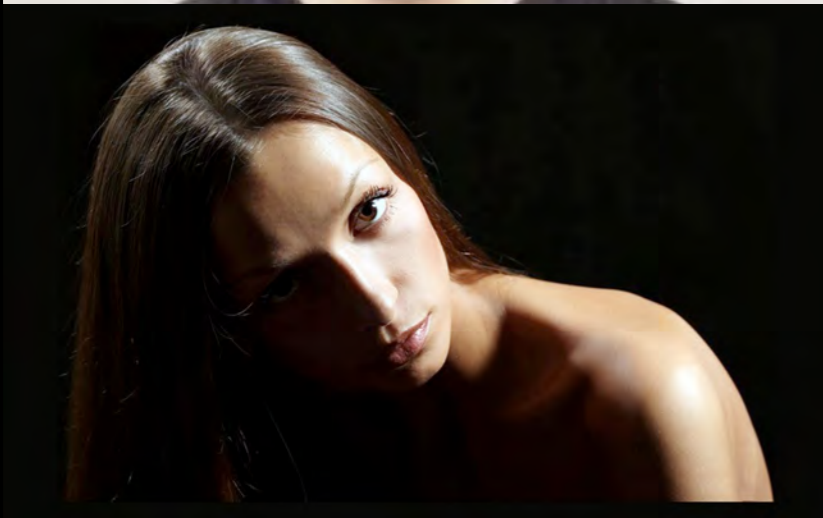


Hairstylists from Base Hair Studio and John's Day Spa & Salon will cooperate to complement the designer's looks with innovated and creative hairstyles.

These two companies are local companies that have influence the market and become well known for their reliability and experience.

Both specialist will have a team of three hair stylists that will divide the models between them. They will listen to the designers' ideas and visions to create a hairstyle that will not only complement the design but will also reinforce it.

H a i r s t y l e S p e c i a l i s t s



BASE HAIR STUDIO

Base Hair Studio has been in business since January, 1990. With the time and loyalty from customers, the company has expanded though all over Houston and its surrenders. From a small firm back in the 90's to a powerful company with more than 20 locations it has not only become one of the favorites to the Houston stylish daily day woman but to the modern men that is looking to stay up to date with trends.

1254 Chelk St.
Houston Tx, 77029
Tel#: 713-874-2765
Fax#: 713-874-8373



JOHN'S DAY & SPA

John's Day & Spa has become famous for his talented team who pushes the fashion boundaries and always come up with new hairstyles which later become trends. The spa started a a small beauty shop that with time became the favorite spot for artists, reporters, and professionals around the Houston area. A customer expresses his experience stating "This is one of my favorite places to relax and have a make over, because I know that it will always be something phenomenal and trendy."

1763 Boss Ave



M a k e - U p A r t i s t s



MAKE-UP ARTISTS

StArt Fashion will be an event that will bring together designers from different backgrounds to create a masterpiece on the runway. Hair is important but the face of a woman is always the main focus.

Make-up is something that every woman knows how to do, but not like the professionals from Ly Studio and Moores Make-up Specialists. These two companies have been recognized over the years for their talent and exquisite taste. They have professionals from all around the world that know how important is make-up for women. These two firms will have three make-up specialists from each of

G r a f f i t i A r t i s t s

THE CHOSEN ONES

After going over a long list of candidates Spectrum-Tech company decided to choose three designers that have amazing career over the past few years. They will work on the Graffiti Mural which will be the main focus of the runway besides the designer's collection and the models. These artists have already come up with an idea of mixing colors and textures to create that wow factor that the company is looking for.

DESIGNERS

- i. Camila Leal
- ii. Michael Boss
- iii. Joan Dile



LOCATION

The location is at City Centre, in an unfinished building below the Studio Movie Grill and next to Sur la Table. It is easily accessed from the parking garage and the shopping areas around it. The area is completely wired with lighting and is enclosed with glass front doors. We will have the market and overflow screen set up in the grassy area in the center of City Centre as well. The indoor area is 16,000 sq feet and can safely hold over 1,500 people after set up and chairs, while still leaving some standing room.

POSITIONING

This event will be much larger scale than the other events going on in the area or at the time of the event. Since we are partnering with City Centre and have their backing we have access to all the shops in the center as well. We will have paid drinks and sponsorships of gifts and coupons from all the surrounding stores. Since it is free it also gives us an advantage over the other events. Most of the events happening are either right before our event or months after our events, so there isn't much chance of them interfering or taking our ideas.



Sponsors



SPONSORS FOR THE EVENT

Sponsors will be chosen based on level of interest and participation. We have gotten the backing of City Centre itself to have the event. They will sponsor us by allowing us to hold the event, use the building, and by providing stage, sound, and lighting equipment free of charge. Other sponsors can participate in multiple ways including submitting coupons to the coupon book, adding small items or gift cards to the gift bags, various services, or cash sponsorships. The event naturally promotes City Centre and the shops in the area so it makes sense for them to try and get repeat business out of the attendees. Some of the companies that we plan to reach out to is The Tasting Room for drinks, Life Spa, Charming Charlie's and Anthropology to name a few.

Equipment, space, lighting, and sound will be provided

by:

City Centre





StArt Fashion Show promises to bring a lot to talk about to our city. By exposing new talent and encouraging support to their collections, this fashion show will completely meet its goals, to spread fashion awareness to Houston and its surrounded areas as well as exposing the future talent.

Do not miss out on this big opportunity to be part of a fashion movement where everyone involved will be benefited.

ST ART FASHION SHOW

Saturday May 3rd, 2014