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2023 POST EVENT RECAP



EVENT AT A GLANCE

Fashion in Flight 2023

On September 30, 2023, Fashion District NW & The Museum of Flight partnered for Fashion in Flight at The Museum of Flight in Seattle, WA. The event showcased 6 designers from around the Northwest.

Attendee Numbers: (SOLD OUT EVENT)

Total Attendees: 562

- VIP Attendees: 160
- 2nd/3rd Row Attendees: 323
- Miscellaneous: 79

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

Featured Designers:

- Rossario George
- Dovi Seattle
- Maria Venturini
- Chance Watt
- Gustavo Apiti Couture
- Wallace Style Fashion



DIGITAL ANALYTICS

A website dedicated specifically for Fashion in Flight (www.fashioninflight.org), showcased the designers and sponsors for the event, and provided a portal for ticket sales.

FashioninFlight.org Statistics

[June 14, 2023 - October 14, 2023] (4-month period)

- 4,919 Total Visitors
- 6,757 Total Website Page Views

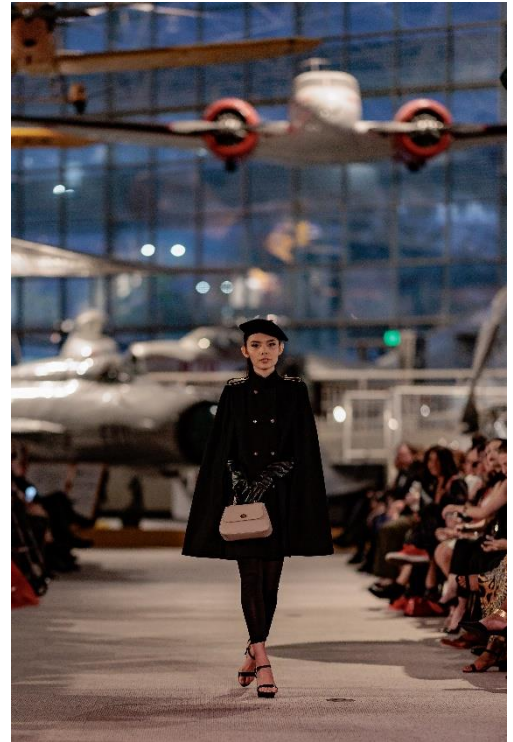
Traffic Sources

- 61.9% Direct Links - 3,044
- 32.4% Social Media - 1,592
- 5.7% Search - 281

Eventbrite (Ticket Sales) Statistics

Launched on June 8, 2023, stats recorded on October 14, 2023

- 3,576 Total Event Page Views



PROMOTIONAL VIDEO

A local video production company, Sounds Films, created a 60-second promotional video for the event.

Link to Watch: <https://www.youtube.com/watch?v=vhAX67qMzmA>



(Click picture to play promotional video)

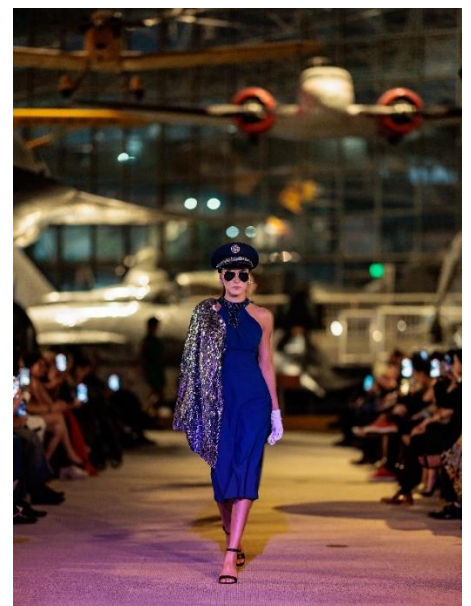
SOCIAL MEDIA PERFORMANCE

We utilized Fashion District NW's and The Museum of Flight's Facebook and Instagram channels. Content showcased the designers and highlighted our sponsors.

Fashion District NW Statistics

Promotions ran on a 10-week schedule which included 8 weeks pre-event and 2 weeks post event.

- **Fashion District NW Facebook**
 - Page Visits: 3,870
 - Page Reach: 32,214 (all organic, no paid advertising)
- **Fashion District NW Instagram**
 - Page Visits: 4,396
 - Page Reach: 17,136 (all organic, no paid advertising)

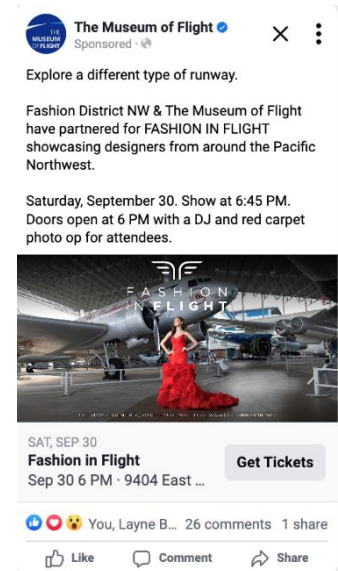


The Museum of Flight Statistics

The Museum of Flight shared/reposted several of Fashion District NW's organic posts. In addition, the Museum ran some paid advertising on the two platforms to help drive ticket sales in the last two weeks.

- **Facebook & Instagram**

- **Flight Dates: September 15-29, 2023**
 - Total Impressions: 38,019
 - 65.8% Female
 - 34.2% Male
 - Total Engagements: 1,982
 - Reactions: 480
 - Comments: 21
 - Shares: 47
 - Clicks: 1,421
 - CPC: \$0.60



ADDITIONAL PROMOTIONS

The Museum of Flight also delivered several email campaigns and two Press Releases.

TMOF Email Campaigns

- Dedicated eBlast: September 8, 2023
 - Contacts: 15,986
 - Open Rate: 29.6%
 - CTR: 2.2%
- General eNews Inclusions
 - Contacts: 14,676
 - Dates: 8/16, 9/13, 9/27
- Member eNews inclusions
 - Contacts: 8,301
 - Dates: 8/25

TMOF Press Release

- Press Release 1: August 25, 2023
 - Contacts: 246
 - Open Rate: 19.34%
 - CTR: 14.9%
- Press Release 2: September 19, 2023
 - Contacts: 247
 - Open Rate: 19.37%
 - CTR: 8.9%

THE MUSEUM OF FLIGHT

Fashion in Flight

Saturday, September 30, 2023
Time: 6:00 PM to 11:00 PM

Fashion District NW & The Museum of Flight have partnered for FASHION IN FLIGHT. We are putting fashion into flight on the runway showcasing designers from around the northwest.

We'll have a live DJ, designer booths, and red-carpet photos available before the show. The seating for the show will begin at 6:30 PM and the fashion show starts at 6:45 PM sharp. There will be an after-party at the venue following the show. Attendees should dress up and dress fashionably for this event, we will be conducting red-carpet interviews of attendees the night of the event.

Tickets On Sale Now!

VIP: \$80/person
(Includes: Front Row Seating, (1) Drink Ticket, & Free Parking)

2nd & 3rd Row: \$50/person
(Includes: Free Parking)

EVENT MARKETING ASSETS

Websites: www.fashioninflight.org
www.fashiondistrictnw.com
www.museumofflight.org/Fashion-in-Flight

Event Flyer

6,000 Printed and Distributed



Fashion District NW & The Museum of Flight have partnered for FASHION IN FLIGHT. We are putting fashion into flight on the runway on Saturday, September 30th. Showcasing designers from around the northwest.

SHOWCASING DESIGNERS:

- Chance Watt
- Dovi Seattle
- Gustavo Apiti Couture
- Rosario George
- Venturini Couture
- Wallace Style

TICKET PRICES:
 \$80 VIP (Front Row Seating, Drink Ticket & Free Parking)
 \$50 2nd & 3rd Row (Includes Free Parking)

For more information or to purchase tickets, please visit www.fashioninflight.org.

If you have any questions about the event, please email us at info@fashiondistrictnw.com.

Event Posters (8.5X11)

250 Printed and Distributed



Event Programs (Tri-Fold)

250 Printed and Distributed at the Event

Fashion District NW & The Museum of Flight have partnered for FASHION IN FLIGHT. We are putting fashion into flight on the runway as we showcase designers from around the northwest.

Event Schedule:
 6:00 pm Doors Open
 6:30 pm Seating Begins
 6:45 pm Fashion Show Starts
 #1 Rosario George
 #2 Dovi Seattle
 #3 Venturini Couture
Break
 #4 Chance Watt
 #5 Gustavo Apiti Couture
 #6 Wallace Style
 9:30 pm Afterparty in the Side Gallery of The Museum of Flight
 11:00 pm Event Ends

PLEASE NO FLASH PHOTOGRAPHY
 The event booths and bar are located in the Side Gallery. All bar sales support The Museum of Flight Foundation.

Stay late for the **After Party!** Meet the designers, take selfies with the models and so much more!

#FASHIONDISTRICTNW
 #THEMUSEUMOFFLIGHT
 #FASHIONINFLIGHT2023
 #FASHIONINFLIGHT

Fashion District NW Social Media
 Facebook: @FashionDistrictNorthwest
 Instagram: @FashionDistrictNW
 YouTube: @FashionDistrictNW

The Museum of Flight Social Media
 Facebook: @museumofflight
 Instagram: @museumofflight

Special Thanks to our Sponsors!
 Fremont Brewery
 Gary Manuel Salon
 Sound Films
 Tattoo Girl Wine
 Unicorn Distillery

FASHION IN FLIGHT

SATURDAY, SEPTEMBER 30, 2023
 THE MUSEUM OF FLIGHT
 WWW.FASHIONINFLIGHT.ORG

For more information about our event sponsors please visit www.fashioninflight.org.

Showcasing Designers:

Rosario George
 Website: www.rosariogeorge.com
 Facebook: @HouseofRG
 Instagram: @rossario_george

Dovi Seattle
 Website: www.shopdovi.com
 Facebook: @doviseattle
 Instagram: @doviseattle

Venturini Couture
 Website: www.venturinicouture.com
 Facebook: @venturincoutureWA
 Instagram: @venturini_couture

Chance Watt
 Website: www.chancewatt.com
 Instagram: @chance.watt

Gustavo Apiti Couture
 Website: www.gustavoapiti.com
 Facebook: @Gustavo.Apiti.Couture
 Instagram: @Gustavo.Apiti.Couture

Wallace Style
 Instagram: @wallacestyle_fashion

For more information about our designers, please visit www.fashioninflight.org.

Event Emcee: Maura Dooley
Event DJ: Emmitt Elliot

Special thanks to all The Museum of Flight & Fashion District NW Staff who put countless hours of hard work into making Fashion in Flight an amazing event.

About The Museum of Flight:
 The Museum of Flight is the largest independent, non-profit air and space museum in the world! With over 175 aircraft and spacecraft, tens of thousands of artifacts, millions of rare photographs, dozens of exhibits and experiences and a world-class library, the museum and its people bring mankind's incredible history of flight to life.
 Website: www.museumofflight.org

Upcoming MOF Events:

ART After Dark (21+)
 Friday, October 13, 2023
 The Museum of Flight
 tmo.click/artafterdark

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 is ART, Fashion in Flight, & the Fashion Connect networking events.
 Website: www.fashiondistrictnw.com

Upcoming FDNW Events:

FASHION IS ART
 Saturday, April 20, 2024
 Seattle Design Center
www.fashionisart.net

THE 2024 Couture & Cars FASHION SHOW
 Saturday, July 27, 2024
 LeMay-America's Car Museum
www.coutureandcars.com

Onsite Signage at The Museum of Flight (Posters & Digital)



**FASHION
IN FLIGHT**

a one of a kind fashion show.
SEPTEMBER 30, 2023 | 6:00 PM TO 10:30 PM

WWW.FASHIONINFLIGHT.ORG **FASHION
DISTRICT | NW** THE MUSEUM OF FLIGHT



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