



**FASHION
IN FLIGHT**

DESIGNER PACKET

Presented by The Museum of Flight & Fashion District NW



EVENT INFORMATION

Event Title: Fashion in Flight

Event Website: www.fashioninflight.org

Event Date: Saturday, November 2, 2024

Estimated number of attendees: 500+ (550 attendees in 2023)

Venue: The Museum of Flight (www.museumofflight.org)



ABOUT FASHION IN FLIGHT

Fashion District NW & The Museum of Flight have partnered for the 2nd annual FASHION IN FLIGHT. We are putting fashion into flight on the runway on Saturday, November 2nd. Showcasing designers and boutiques from around the northwest.

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.



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 the Couture & Cars Fashion Show (www.coutureandcars.com) and 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

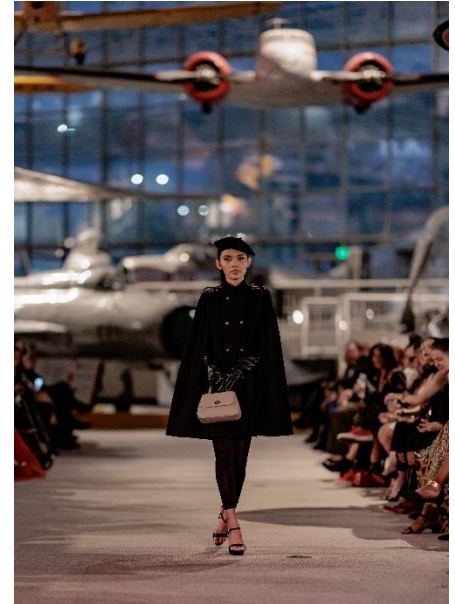


TARGET DEMOGRAPHIC

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 designers and boutiques 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
- A vast selection of experienced runway models to select from, that fit your preselected requirements
- Work with an experienced hair and makeup team



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: \$1399

Each Additional Look: \$100

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

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: Complete designer marketing packet (Bio, Logo, Marketing Photos, etc...)

Step 5: Remaining balance must be paid in full by Sunday, September 8, 2024 (payments are non-refundable)

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

