

BEL ESPRIT
SHOWROOM INTERNATIONAL

LAS VEGAS FASHION WEEK™
OFFICIAL

MAY 21-26 2013

DESIGNER PARTICIPATION PACKAGE

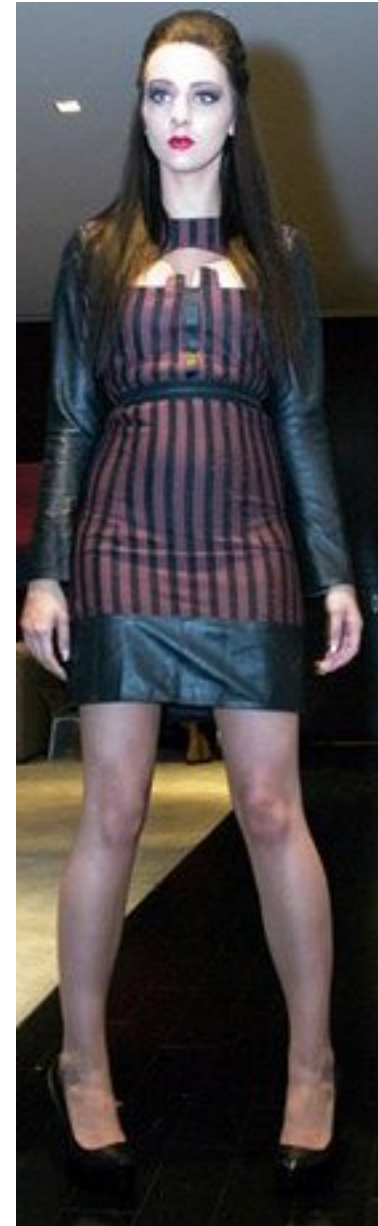
Already home to the major fashion trade shows twice a year, Las Vegas has become an important destination for international fashion professionals. Las Vegas Fashion Week gives designers around the world the opportunity to spotlight their collection. The 2011 audience included representatives of major retailers such as Barneys, Saks, Nordstroms, Top Shop and Zappos, and international press including Runway and Fashion Politique.

The runway presentations will be held in a pre-war, raw space warehouse in downtown Las Vegas. The historic architecture and clean, open space will provide a classic and beautiful setting for the international collections.

Bel Esprit and Showroom International are partnering with Las Vegas Fashion Week and creating additional events to the runway lineup to give designers a number of opportunities to present their collections to buyers and press. Las Vegas Fashion Week is a cost-effective opportunity for designers to capture maximum attention in the fashion marketplace.

Designers may participate in the event or events of their choice, each offering exposure in different settings, allowing all categories of collections to participate. The showrooms and Las Vegas Fashion Week are partnering with prestigious venues and sponsors to create an exclusive luxury experience for designers, buyers, press and professionals.

Join us!



RUNWAY PRESENTATIONS



PROFESSIONAL RUNWAY PRESENTATION - INDIVIDUAL DESIGNER SHOW

MINIMUM 15 LOOKS

\$1100.00*

INCLUDES:

- PROFESSIONAL RUNWAY SETTING
- RUNWAY MODELS
- HAIR AND MAKE UP
- MODEL FITTINGS
- PRE EVENT PRESS MEETING
- POST RUNWAY PRESS MEETING
- EVENT PR AND PUBLICITY
- TWO MONTH DISPLAY IN SHOWROOM INTERNATIONAL ONLINE SHOWROOM

*ACCESSORIES DESIGNERS MAY OPT TO PARTICIPATE WITH OR WITHOUT INCLUSION IN SHOW PROMOTION. WITH ADJUSTED COST. CONTACT THE SHOWROOM FOR DETAILS,

BEL ESPRIT AND SHOWROOM INTERNATIONAL COLLECTIVE SHOWS

BEL ESPRIT AND SHOWROOM INTERNATIONAL WILL ORGANIZE AN ETHICAL FASHION COLLECTIVE RUNWAY SHOW AND AN INDEPENDENT DESIGNER COLLECTIVE SHOW. DESIGNERS WILL BE ALLOWED UP TO 5 LOOKS, AND WILL BE PROVIDED ALL THE AMENITIES OF THE INDIVIDUAL SHOW. THE SHOWROOMS WILL ORGANIZE AND STYLE THE COLLECTIONS TO CREATE A COHESIVE PRESENTATION. DESIGNERS PARTICIPATING IN A COLLECTIVE SHOW ARE NOT REQUIRED TO ATTEND THE EVENT.

COST PER DESIGNER

\$425.00*

COST INCLUDES ADDITIONAL PR AND PROMOTION BY THE SHOWROOMS, AND FOR NON-MEMBERS, A TWO-MONTH DISPLAY IN THE SHOWROOMS

*DESIGNERS WITH A MEMBERSHIP IN THE SHOWROOMS OF AT LEAST 6 MONTHS WILL BE ABLE TO PARTICIPATE AT A COST OF \$350.00

ADDITIONAL EVENTS - ARTE MODA STILE

On Friday, May 24, the Lily Lounge in the Bellagio Hotel will host Arte Moda Stile, an art, fashion and design event, to benefit the United Movement Organized Kindness, a Las Vegas non-profit organization supporting charitable efforts and promoting ecological causes and social justice in the city. United Movement Organized Kindness is also a partner in Las Vegas Fashion Week, providing the warehouse location for the runway event.

The event will feature high end fashion, art and design pieces in the prestigious Lily Lounge, all for sale at retail, with a 20% donation to the United Movement. The Bellagio Hotel is home to exclusive designer shops—Chanel, Dior, Fendi, Fred Leighton, Giorgio Armani, Gucci, Hermes, Louis Vuitton, Prada, Bottega Veneta—and draws a luxury clientele, and hotel and casino guest roster. The Lily Lounge will promote this event to hotel guests, their exclusive list of VIPs, and throughout the Las Vegas network of hotels, casinos and press. The event will allow designers to present their brand to a discerning, luxury customer, and the showrooms will promote the Shopping Showroom at this event to all attendees. The event will be promoted internationally to press, retailers and consumers. The event will be styled by the showrooms, with designers' products selected and arranged to complement the art and design. Designers are not required to be present.

COST PER DESIGNER:

\$200.00*



**LILY LOUNGE
BELLAGIO HOTEL**

ADDITIONAL EVENTS - STYLE LOUNGE

The showrooms will create a style suite in a hotel penthouse, VIP suite, where buyers and press can review collections seen on the runway, and discover the best and brightest contemporary designers from around the world. This lounge will give buyers and press an exclusive, VIP setting to review collections at their leisure, and have the collections professionally presented by showroom staff. The lounge will run for 3 days at the end of Las Vegas Fashion Week, so that all participating designers, no matter when their runway show is scheduled, maximize their exposure to Fashion Week attendees. Designers are not required to be present, and designers do not have to participate in a runway show to present their collections in the style lounge.



INCLUDES:

- CLOTHING RACKS
- DISTRIBUTION OF PROMOTIONAL MATERIALS TO ATTENDEES
- PRESENTATION OF COLLECTIONS BY PROFESSIONAL SHOWROOM STAFF
- AMENITIES TO ATTENDEES
- PRE AND POST EVENT PROMOTION OF COLLECTIONS
- TWO-MONTH ONLINE SHOWROOM DISPLAY (FOR NON-MEMBERS)

COST PER DESIGNER:

\$475.00*

*DESIGNERS WITH A MEMBERSHIP IN THE SHOWROOMS OF AT LEAST 6 MONTHS WILL BE ABLE TO PARTICIPATE AT A COST OF \$400.00

FOR MORE INFORMATION ABOUT THE EVENTS, AND TO APPLY FOR PARTICIPATION, PLEASE CONTACT:

SHOWROOMINTERNATIONAL@GMAIL.COM