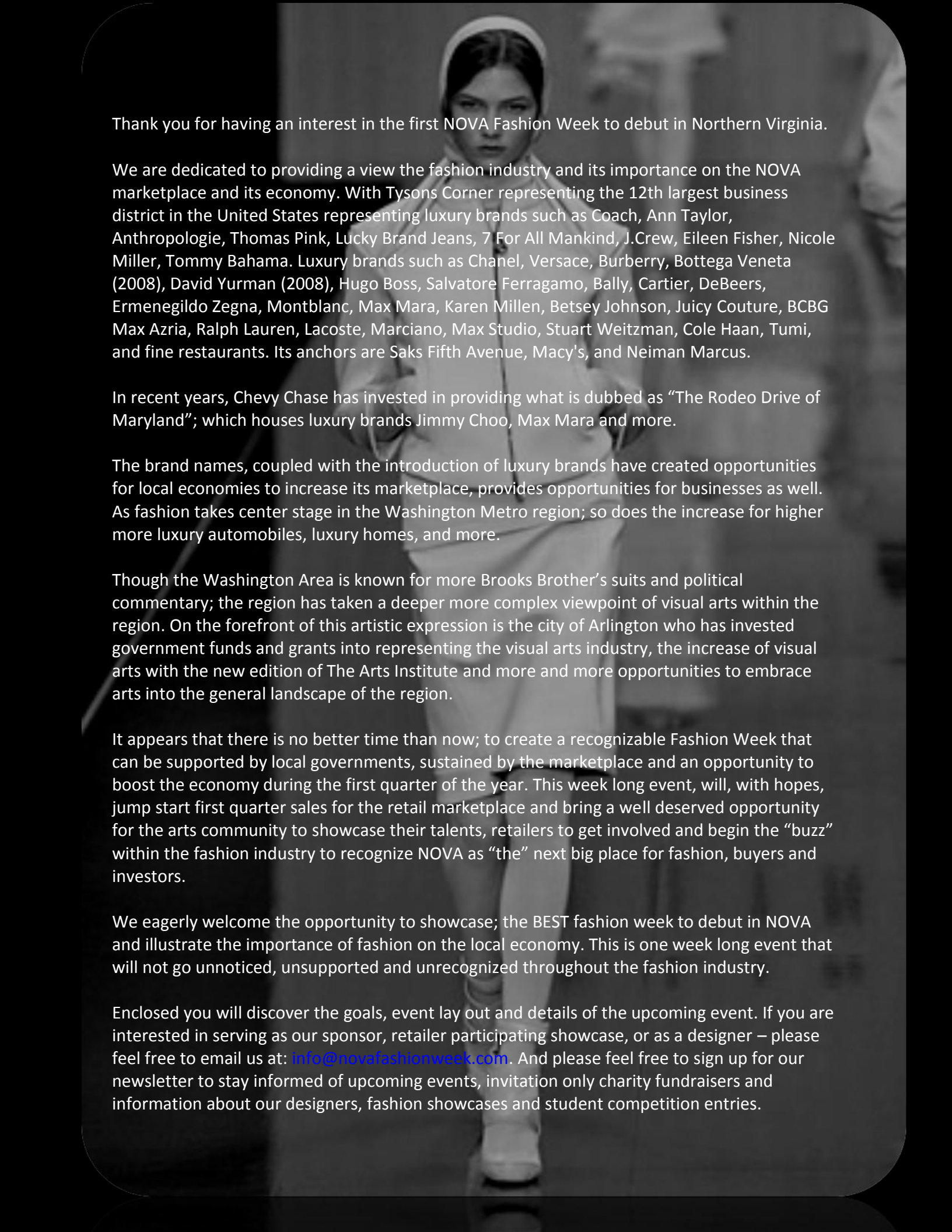




**::NOVA FASHION WEEK::**

Information Packet



A woman with dark hair, wearing a white hooded jacket and a white skirt, is walking on a runway. She is looking directly at the camera with a serious expression. The background is blurred, showing other people and lights, suggesting a fashion show environment.

Thank you for having an interest in the first NOVA Fashion Week to debut in Northern Virginia.

We are dedicated to providing a view the fashion industry and its importance on the NOVA marketplace and its economy. With Tysons Corner representing the 12th largest business district in the United States representing luxury brands such as Coach, Ann Taylor, Anthropologie, Thomas Pink, Lucky Brand Jeans, 7 For All Mankind, J.Crew, Eileen Fisher, Nicole Miller, Tommy Bahama. Luxury brands such as Chanel, Versace, Burberry, Bottega Veneta (2008), David Yurman (2008), Hugo Boss, Salvatore Ferragamo, Bally, Cartier, DeBeers, Ermenegildo Zegna, Montblanc, Max Mara, Karen Millen, Betsey Johnson, Juicy Couture, BCBG Max Azria, Ralph Lauren, Lacoste, Marciano, Max Studio, Stuart Weitzman, Cole Haan, Tumi, and fine restaurants. Its anchors are Saks Fifth Avenue, Macy's, and Neiman Marcus.

In recent years, Chevy Chase has invested in providing what is dubbed as “The Rodeo Drive of Maryland”; which houses luxury brands Jimmy Choo, Max Mara and more.

The brand names, coupled with the introduction of luxury brands have created opportunities for local economies to increase its marketplace, provides opportunities for businesses as well. As fashion takes center stage in the Washington Metro region; so does the increase for higher more luxury automobiles, luxury homes, and more.

Though the Washington Area is known for more Brooks Brother's suits and political commentary; the region has taken a deeper more complex viewpoint of visual arts within the region. On the forefront of this artistic expression is the city of Arlington who has invested government funds and grants into representing the visual arts industry, the increase of visual arts with the new edition of The Arts Institute and more and more opportunities to embrace arts into the general landscape of the region.

It appears that there is no better time than now; to create a recognizable Fashion Week that can be supported by local governments, sustained by the marketplace and an opportunity to boost the economy during the first quarter of the year. This week long event, will, with hopes, jump start first quarter sales for the retail marketplace and bring a well deserved opportunity for the arts community to showcase their talents, retailers to get involved and begin the “buzz” within the fashion industry to recognize NOVA as “the” next big place for fashion, buyers and investors.

We eagerly welcome the opportunity to showcase; the BEST fashion week to debut in NOVA and illustrate the importance of fashion on the local economy. This is one week long event that will not go unnoticed, unsupported and unrecognized throughout the fashion industry.

Enclosed you will discover the goals, event lay out and details of the upcoming event. If you are interested in serving as our sponsor, retailer participating showcase, or as a designer – please feel free to email us at: [info@novafashionweek.com](mailto:info@novafashionweek.com). And please feel free to sign up for our newsletter to stay informed of upcoming events, invitation only charity fundraisers and information about our designers, fashion showcases and student competition entries.





## THE HISTORY OF FASHION WEEK

The earliest fashion week, held in New York City in 1943, was intended to attract attention away from French fashion during World War II, when fashion industry insiders were unable to travel to Paris to see French fashion shows. Fashion publicist Eleanor Lambert organized an event she called "Press Week" to showcase American designers for fashion journalists, whose innovations had been previously neglected. Buyers were not admitted to the shows and instead had to visit designers' showrooms.

Press Week was a success, and fashion magazines like Vogue, which were normally filled with French designs, increasingly featured American fashion. However after the war, people returned to Paris, and to other fashion "superpowers"; London and Milan, for the new fashion weeks that had emerged. At this point in time, these four cities controlled the fashion calendar, and continue to control it to this day. In the aspects of the buying side, and journalistic side, that is good, as it means less travel and the ease of simply jetting from New York, to the next in line London, then to Milan and lastly Paris in the space of one month. For buyers abroad, the convenience of this arrangement has meant that due to the proximity of London to Milan and to Paris, it means the fashion week is getting even more important.

The one major criticism is that talented designers from emerging fashion weeks like Los Angeles or São Paulo do not get the same recognition as the designers that show in the traditional four fashion weeks of Paris, London, Milan or New York. It also means that the established designers 'rule' the market, and new designers such as those from lesser economically developed countries may not be able to open a slot in the fashion week schedule in the four fashion capitals. Therefore, although they may possess talent, their abilities to showcase this are severely hindered.

Today there are several fashion weeks, in the major fashion capitals. Fashion weeks are semiannual events. January through February designers showcase their autumn (fall)/winter collections and September through November the spring/summer collections are shown.

Fashion weeks must be held several months in advance of the season to allow the press and buyers a chance to preview fashion designs for the following season. This is also to allow time for retailers to arrange to purchase or incorporate the designers into their retail marketing. Fashion weeks are attended by buyers for major stores, editors of fashion magazines, the media, celebrities, and members of the entertainment industry. In years past, fashion weeks were predominantly for "the trade only"; however, today they are entertainment and media events. They may include live musicians, celebrity guests, lavish galas and charity events, and a few allow the public to purchase special passes to see the runway shows or attend expositions which display handbags, jewelry, shoes, hats and cosmetics. Many important fashion design schools participate in the shows, as well.



## NOVA FW'S MISSION

**NOVA Fashion Week's** mission is to provide a week-long collection of fashion events featuring a press conference announcing the *first annual* NOVA Fashion Week, industry events highlighting the impact of ART and MUSIC on fashion, eco friendly designer showcase, local designer showcase, design school competition, fashion finale featuring international, national and regional designers, with a designated shopping showcase featuring all of the designer's fashions and national, regional and local retailers designs and accessories.

Our goal is to illustrate the influence that fashion has had and continues to have on the Northern Virginia community and marketplace.

**NOVA Fashion Week** seeks to inspire visual artists from local, regional and national jurisdictions and create a world class fashion week that resembles the likes of most recognized fashion weeks around the globe. The organizers are interested in creating a fashion week that will become a recognized name throughout the fashion industry, in the years to come.

Though Northern Virginia is known more for Brooks Brother's suits and conservative political discussions; the landscape for this area has grown from just highlighting fashion and being a part of fashion. This is seen in the increase of luxury designers opening stores throughout the Washington Metro Region (i.e., Jimmy Choo, Max Mara, Tiffany's and more).

With the rise of high end and luxury brands within the region; the time has arrived to present a fashion week that resembles nationally recognized Fashion Weeks around the country. We are dedicated to increasing the coverage of fashion for this area where designers and buyers, alike begin to recognize Northern Virginia as a viable fashion marketplace.

The impact of **NOVA Fashion Week** as a recognized fashion week will provide economic development, retail exposure and increased impact on the development of opportunities for the fashion industry in a city known more for its technology, government and diversity.

We begin with the first annual NOVA Fashion Week February 2009. The time has arrived to begin a fashion revolution!

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## NOVA FASHION WEEK

*Tentative Schedule of Events*

**02 | 23 | 09 – Monday**

### Press Conference

The NOVA Fashion Week producers will participating sponsorships, designers, fashion student designers, contributors and supporters of *first* NOVA Fashion Week, define NOVA Fashion Week's mission and unveil its plans for the upcoming week (e.g., schedule of events, celebrity appearances, etc).

**02 | 24 | 09 – Tuesday**

### Welcome Reception and Charity Fundraiser

This charity fundraising Welcome Reception will feature participating designers, sponsors, contributors, stakeholders and producers, industry leaders, buyers and fashionistas. This charity fundraising reception event will kick off the first official **NOVA Fashion Week** to take place in Northern Virginia. This event is open to the public, and each ticket purchased will help to generate funds for Fashion Week Spring 2009, provide resources and funds to independent and student designers, as well as local fashion houses for the Washington Metro Area. This event will open with remarks by the producers of the NOVA Fashion Week and a public introduction of its mission, contributors, sponsors, featured designers and event layout; providing information on the monies raised, which will be used to increase the awareness of NOVA Fashion Week and its mission to serve the fashion community.

**02 | 25 | 09 – Wednesday**

### Student Designer Competition Fashion Showcase

During the course of NOVA Fashion Week, student designers prepared and displayed their works which the general public, fashion industry professionals and fashion show designers judged. This ALL-DAY event will allow the student designers to present a collection of the works that have been on display through the January 2009. Once the designs have made it down the runway, the designers will be judged and awarded. The winner will be announced at the fashion show. The winning designer will be featured in this year's finale fashion show with international, national and regional designers and receive a scholarship from NOVA Fashion Show producers. This event is complimentary and open to the public. This day will be dedicated and represented by each college/university designer.

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**02 | 26 | 09 – Thursday**

### Independent Designer Fashion Showcase

Independent designers will have the opportunity to display their designs with one specific day dedicated to their fashion showcase. During this time, designers will walk the runway featuring their individual Spring 2009 designs to attendees. This ALL-DAY event will *not* only shine a spotlight on regional and local talents to buyers and fashion industry professionals.



02 | 27 | 09 – Friday

## Designer Fashion Showcase

The designer fashion showcase is the opening day of a three day fashion showcase for NOVA Fashion Week fashion show, where designers will showcase their designs with one hour fashion shows from the beginning of the day until the end. Tickets for this event can be purchased for patrons. A designer fashion showcase calendar and scheduled day of events will be provided online with the designer line up, of participating designers.

02 | 28 | 09 - Saturday

## Designer Fashion Showcase

The designer fashion showcase is the second day of a three day fashion showcase for NOVA Fashion Week fashion show, where designers will showcase their designs with one hour fashion shows from the beginning of the day until the end. Tickets for this event can be purchased for patrons. A designer fashion showcase calendar and scheduled day of events will be provided online with the designer line up, of participating designers.

## Designer Showcase Sale

During the all-day Saturday designer fashion showcase, each of the designers, retail stores and boutiques will have an area available to sell their designs from what was seen on the runway and can be purchased within tents set up for shopping. This event is complimentary to all who want to attend.

**Designer Showcase Sale:** An individual tent will be set up for designers from the week's shows to review their individual designs and purchase from what was seen on the runway.

03 | 01 | 09

## Luxury Designer Fashion Showcase

The luxury designer fashion showcase is the finale fashion showcase of the first NOVA Fashion Week where luxury designers will showcase their unique designs with one hour fashion shows from the beginning of the day until the end. Tickets for this event can be purchased for patrons. A designer fashion showcase calendar and scheduled day of events will be provided online with the designer line up, of participating designers.

**Luxury Designer Showcase Sale:** One day dedicated to luxury designs sales from what was/will be seen on the runway on Sunday. This 6 hour event will be dedicated to luxury designers and their ability to showcase the upcoming Spring 2009 fashions that will not be available in stores. **ALL designs seen on the runway will be featured in this showcase sale throughout the weekend (Saturday and Sunday).**



## THE PRODUCERS

DEMOU'R Incorporated is an event planning and marketing firm based in Northern Virginia. DEMOU'R Incorporated's mission in creating NOVA Fashion Week is primarily to assist in the recognition by the fashion industry to develop NOVAFW as a nationally recognized fashion week. Its mission in creating this concept is to provide *not* only a viewpoint of the fashion industry, but provide an impact on local Northern Virginia area and its businesses, while providing fundraisers and donations to local students interested in studying design and the business of fashion and independent designers to further their clothing lines. The Producers believe that by creating this concept for NOVA that it must give back to the persons involved in the show with opportunities to live their dreams.

DEMOU'R owners, realized Northern Virginia is the most diverse (in terms of both the number of ethnicities and nationalities represented) and highest-income region of Virginia, having six of the twenty highest-income counties in the nation, including (as of 2007) the two highest. The region also houses one of the largest high end malls in the country: **Tysons Corner Center**, which is considered **the 12<sup>th</sup> largest business district in the United States**. The impact of fashion has a direct impact on Northern Virginia businesses, which illustrates a demand and represents the perfect vicinity for a nationally recognized Fashion Week.

DEMOU'R Incorporated has produced weddings, political fundraisers and fashion shows in the Washington Metro Area. The owners of DEMOU'R began working with Virginia Fashion Week's producers in early June 2008, planning for a debut and premiere in Northern Virginia. However, DEMOU'R discovered the tremendous impact of creating two Fashion Weeks that equally represent Virginia, a whole. KULTUR will impact the local, regional and national fashion industry, its contributors, local businesses, governments, volunteers, designers and most importantly; providing an economic impact that will inherently affect the Northern Virginia community.

For additional information about the producers, visit online at: [www.demourinc.com](http://www.demourinc.com) or visit contact directly at [novafw@demourinc.com](mailto:novafw@demourinc.com).