

fashion events



EVENT OVERVIEW

- Creation of a family friendly themed event
- Installation of runway and props
- PA and lighting installed and operated
- Supply and management of all aspects, as required
- Models, hair and make-up
- Compere
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week)



BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activities
- Encourages families to stay while one parents shops
- Fashion retailer involvement
- Can be inside or outside

ADDITIONAL ACTIVITIES

- Community group involvement – local artists, musicians, entertainers
- Competitions to win fashion items
- Character actors to interact with & welcome guests
- Branded photo backdrops / peep through boards
- Food samples from retailers



COMMERCIALISATION OPPORTUNITIES



- Refreshment sales
- Event to promote local businesses
- Sponsored fashion shows throughout the day
- Lots of retailer involvement
- Food samples provided by local restaurants/cafes
- Specific themes to match seasonal clothing



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts and photos for all families to take away



AVAILABILITY

Available all year round or tied in with seasonal activities



REPORTING

Full breakdown of visitor numbers and engagements