

KCL Event Planning

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Over the years, it has been a standard for major cities throughout the world to showcase the best designers the fashion realm has to offer with an annual event called Fashion Week. In more recent years, smaller cities have decided to show what their local talent has to offer with their own fashion week events. The city of Maryville should be no exception. It is small, however it has a large range of local fashion for its citizens to choose from. Bringing Fashion Week to Maryville would not only increase revenue for the businesses we are proposing to display, but for other of its small businesses and the campus of Northwest Missouri State - increasing the town's overall expansion. The goal of Maryville Fashion Week is highlight the affordable, fashionable options available in the city, while generating an exciting business opportunity for students of the Northwest Missouri State campus and the businesses that surround it alike.

Maryville Fashion Week is expected to span the length of three days. The first day will highlight boutiques. We have included a wide range of styles that will appeal to our anticipated largest interest group of female shoppers of all ages (The New York Times defined Fashion Week as "a women's ready-to-wear show"). Day two will consist of Northwest Attire with styles suited for both men and women. The final day of Maryville Fashion Week will include the work of student designers.

Participation

The participation of local businesses is the backbone of this project. Local businesses receiving this proposal include:

- Blue Willow Boutique
- Posh Boutique
- Wild Layne Boutique (St. Joseph)
- Mod Podge Boutique
- Jock's Nitch
- Student Body
- Selected NWMSU art student designs

Kansas City Fashion Week advertises that they provide industry professionals an avenue to present their abilities to a national audience. Maryville Fashion Week has the potential to provide the same – it generates approximately 500 new students per year, primarily from the four state region (Missouri, Nebraska, Iowa, and Kansas). Maryville Fashion Week is anticipated to reach citizens from these states, as well as the 36 states the Northwest

represents, creating an expanded influence to further clientele. Designers and business of Omaha and Kansas City Fashion Week could attest to their success after participation. For example, upon partaking in the 2016 Kansas City Fashion Week, designer Tobie Roberts saw an increase in her sales from the publicity the week generated. Another designer, Christian Shuster, is planning to expand his fashion line after his success participating in Kansas City and Omaha Fashion Weeks. He states, "I'm looking to attract some capital investors [from Fashion Week] that believe in my design sense and will take my label from a boutique design house to a full-fledged wholesale label sold to retailers across the country," He has signed with nearly a half dozen retailers, and is now aiming to produce 2,000 to sell.

Models

Maryville Fashion week will showcase local students as models. Traditionally, major city fashion shows have model casting for weeks before the event. Every year, hundreds of aspiring and veteran models from around the world descend upon New York City for a chance to walk the runways of New York Fashion Week. The Maryville Fashion week will search for modeling talent through social media accounts, as well as online volunteer signups. Models have been discovered on social media by using agency hashtags. Our hashtag will be #modelmaryville, and this will be posted on social media as a casting call to all Northwest students. Our goal is to get a wide range of students involved in the fashion week. The Fashion Spot website states, "For the Fall 2017 season, we examined 241 shows and 7,035 model castings from New York, London, Paris and Milan. According to our data, more women of color walked the runway than ever before. For all four cities combined, 72.1 percent of the models cast were white and 27.9 percent were women of color. This represents a 2.5 point increase over the 25.4 percent nonwhite models we reported for Spring 2017." This shows that similarly to the Northwest campus, modeling is becoming more diverse. Our goal is to showcase the diversity our campus possesses. Students from all organizations, areas, and backgrounds are welcome to post casting call photos with the hashtag #modelmaryville. Our team will then go through a selection process and review the online signups.

Sponsorship

Every event, big or small, needs to have people who support the cause. Sponsorship for Maryville Fashion Week will come from business and institutions in town. The first of many sponsors will be Northwest Missouri State University. The university can contribute toward the success of the models considering they will be students attending the university. The second sponsor will be Maryville High School. Like Northwest, models can also be high of school age. With the combination of student participation and the institutional contribution, Maryville High School would prove to be a beneficial supporter. The schools would benefit from being sponsors because of the publicity they could receive from students who would possibly be interested in attending. Hy-Vee has been a sponsor for several events throughout Maryville, and we do not want fashion week to be an exception. All sponsors

would gain the publicity and advertisement for their businesses while benefiting our cause as well.

Thank you in advance for your consideration in our event. Should you decide to move further, our contact information is listed below. We look forward to hearing from you and discussing our proposal in greater detail.

Sincerely,

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