



# New Mexico Fashion Week April 13-17, 2016

*New Mexico's Main Fashion Event of The Year! Brought to you by:*



**Albuquerque Apparel Center**

*Fostering the growth of New Mexico's  
Apparel and Accessory Industry*



ABQ NM April 2016 [newmexicofashionweek.com](http://newmexicofashionweek.com)  
505.803.6966 | [info@abqapparelcenter.com](mailto:info@abqapparelcenter.com)



# New Mexico Fashion Week April 13-17, 2016

- **Citywide Fashion Events**
- **Fashion Shows**
- **Fashion Expo**
- **Panels & Guest Speakers**
- **Trunk Shows**
- **Runway Model Workshop**
- **Runway Photography Workshop**
- **Industry Networking Events**
- **Fashion As Art Competition**
- **Fashion In Film**
- **Educational Outreach  
(Charter and APS School Events  
and Participation)**
- **Community Outreach  
(Clothing Drive, Directed Giving)**



# It's all about New Mexico

- More than just about nice clothes
- Focus on the state, with ABQ as hub
- NM fashion consciousness
- NM and ABQ regional fashion leader
- Entrepreneurship
- Art form not yet tapped into here
- Economic impact
- Training & Skills
- Promoting an industry
- Jobs
- Design, manufacturing, & retail
- Export to rest of US & beyond
- Incubator
- **Unlimited visibility for NM and ABQ!**



New Mexico is one of the most popular destinations, thanks to its numerous inspiring cultures and landscapes. The sights and essence of New Mexico create trends seen and produced all over the world. The influences run from Southwest, Native American, Santa Fe style, Spanish and Mexican, to the Wild West Cowboy, to name a few.

In addition to these classic styles, New Mexico is also home to contemporary, cutting edge fashion and accessory designs. It is also quickly being woven into the next fashion industry powerhouse because of minimal competition serving a rapidly expanding market of consumers who crave professional, high-fashion retail. Combine this with the state's low cost of living and you find a designer's and fashion related business's paradise!

***“Albuquerque Apparel Center’s commitment to the entrepreneurial spirit is exemplary. The economic impact of these efforts is significant; jobs will be created, and New Mexico designers, manufacturers, and other industry related businesses will be featured prominently in the national spotlight.”***

**~The Honorable Richard J. Berry, Mayor of Albuquerque**



New Mexico Fashion Week and Albuquerque Apparel Center, its parent company, represents over 25 years in the fashion industry. It is organized and managed by industry professionals with degrees in-field, from fashion design to merchandising, promotions, public relations, and academia.

Our mission is to promote, distribute information, provide assistance, cultivate job skills, and create employment opportunities for New Mexicans.

NMFW is not affiliated with any other fashion weeks throughout the state of New Mexico.

## **New Mexico Fashion Week 2016 will include the following:**

1. Citywide Fashion events happening across Albuquerque and surrounding communities.
2. Industry Night Meet & Greet: Meet the movers and shakers in the industry.
3. Fashion as Art Competition: Art and Fashion communities unite as we invite various genres of artists to participate.
4. Runway Show: All eyes converge on the runway for a variety of styles from local, regional, and national fashion designers.
5. Fashion Expo: Local and regional vendors, as well as selected designers, will be set up to showcase their products and services to the general public as well as to wholesale buyers.
6. Panels & Guests: Focused sessions, including follow-up Q/A with working professionals in the industry.
7. Brunch: Join ABQ Apparel Center's meetup.com group "Stepping Out In Style, Albuquerque" for a Sunday brunch social.
8. Designer Lookbook and Advertisement Photo Sessions: Our professional studio photographer captures designers' latest creations against a neutral backdrop to provide a clean presentation of images.
9. Runway Photography Workshop: Open to any photographer who is interested in honing skill of capturing a model in motion.
10. Runway Model Workshop: Aveda Institute hosts a special workshop for aspiring models of all ages, sizes and genders.



Actress and Model Angelique Midthunder. Husband David Midthunder is shown on ft cover.

## **Are you a designer, artist, or business owner?**

**If so, Albuquerque Apparel Center and New Mexico Fashion Week Albuquerque offers many ways to assist in the success of your business:**

Buyer Be our guest at New Mexico Fashion Week Albuquerque. Ask us how!

### Featured Designer at Runway Show (Friday and Saturday)

Media exposure and bringing designers and store buyers together are two prime focal points of NM Fashion Week Abq. Spotlighting fewer designers and only 1 runway show, taking place Saturday evening, assures all buyers, as well as clients, are present to see every designer's lines on the runway. Each guest is presented with a NMFW program listing your name/company contact and photo for easy referral prior to the show. Buyers and designers have a chance to meet at the show or at a later time.

### Vendor at Fashion Expo (Friday and Saturday)

Being a vendor at NMFWQ enables you to reach buyers and clients in one place, build brand awareness for your products & services, announce and demonstrate your newest products, keep up on industry trends, gain a competitive edge, and open doors for immediate and future sales for you and your retailers. Vendor packages continue working for you throughout the year with NMFWQ's exclusive 1-year listing in NMFashionInfo.com - our online directory serving the NM Fashion Industry, which includes a link to your website and/or online business.

### Sponsorship

Last year's NMFWQ event brought in 1650+ attendees, created 500,000+ media impressions (TV, Radio, Print), and had a social media reach of over 1700 with more than 1.5 million exposures. New Mexico Fashion Week website had 45,000 web visitors/year with 100,000 annual page views. This year's fashion week is expected to reach 600,000 people in traditional media, with a runway and fashion expo attendance of 1000-1500. Sponsorship with NMFW puts your company in front of potential customers via NMFWQ Program, presented at fashion week events, banners and posters displayed in various areas, NM Fashion Week website, and various media outlets and social media posts. Sponsorships continue throughout the year with NMFWQ's exclusive 1-year listing in NMFashionInfo.com - our online directory serving the NM Fashion Industry, which includes a link to your website and/or online business.

## **Are you a designer, artist, or business owner?**

**If so, Albuquerque Apparel Center and New Mexico Fashion Week Albuquerque offers many ways to assist in the success of your business:**

Continued from previous page .....

### Program Ads

Place an ad in the NMFWQ program for as little as \$50!

### NMFashionInfo.com membership

Albuquerque Apparel Center's exclusive online directory serving the NM Fashion Industry. NMFashionInfo.com makes it easy to locate fashion related businesses, products, services, supplies, clubs, and events throughout the Land of Enchantment. It is owned and operated by local New Mexicans to serve New Mexicans statewide and our guests with no annoying, out of state advertisements flashing all over it. Each business listing provides a profile with a summary of the services they provide, images of their product or business, their contact information, and a link to their website. If a company has more than one specialty, or offers several types of services, they will be listed in each of those categories. New Mexico Apparel Info is an affiliate of the Albuquerque Apparel Center.

### Designer Lookbook and Advertisement Photo Sessions

Our professional studio photographer captures your latest creations against a neutral backdrop to provide a clean presentation of images. By appointment only. Open to all designers, whether participating in runway show or not. Featured designers receive first choice of available times.

### Fashion as Art Competition/Exhibit

Various student and adult design competitions and exhibits will take place throughout the week. Art and Fashion communities unite as we invite various genres of artists to participate. Reception and awards presented at both runway shows.

## ***New Mexico Fashion Week 2015 In Review***

- 100 at Friday VIP meet-and-greet
- 700 Saturday night runway show
- 300 at Fashion Expo
- 1650+ total attendees
- 75 at After Party
- 40 at Sunday Brunch
- 12 designers
- 90 models
- 12 vendors
- 15 crew
- 20 volunteers
- 7 salons (including schools)
- 12 makeup artists

The numbers for 2015 were impressive, with more than 1650 attendees. Our current Social Media followers now number 1700. With 15-20 posts each week, there are approximately 1.5 million impressions over the span of a calendar year. Web traffic is also up, with more than 45,000 visitors for the year and well over 100,000 page views. There were also 500,000 or more impressions from TV, Radio, and Print in February and March leading up to the event.

## ***New Mexico Fashion Week 2016 Forecast***

- 450 Design Conference
- 1500 Fashion Expo
- 300 VIP meet-and-greet
- 1800+ Friday & Saturday night runway shows
- 1650+ unique attendees
- 350 at After Parties
- 80 at Sunday Brunch
- 15 designers
- 100 models
- 40 vendors
- 25 crew
- 50 volunteers (including schools)
- 12 salons (including schools)
- 12 makeup artists

We will have a complete array of social media platforms in operation for the 2016 event, including Facebook, Twitter, Instagram, Pinterest, and Tumblr. Web traffic has been steady through the summer following the 2015 event; we anticipate visitors to top 60,000 on an annual basis this cycle, with more than 125,000 page views. Finally, presence on traditional media will be increased, with added emphasis on TV and Radio.



## Benefits of ABQ's Support

- Visibility & prestige
- Tourism
- Economic diversification
- Tie-in to TV/Film & Music industry
- Ripple effect (design, mfg, retail, media, etc.)
- Incubator
- Underwriting new designers



The Calgary Stampede of Calgary, Alberta, Canada.

## How You Can Be Involved

- Funding to support AAC's mission, which includes providing consultation and business planning.
- Underwriting of new designers at NMFW so that emerging talent can have a presence at future fashion weeks.
- Incubator for new designers, including office space, studio, production space, etc.



NMFW Designer preparing for TV interview

# New Mexico Fashion Week (Produced by Albuquerque Apparel Center)

## Company Sponsorships

	\$500 (10 avail)	\$1,000 (5 avail)	\$2,500 (2 avail)	\$5,000 (2 avail)	\$10,000 (2 avail)
NMFW Presenting or Sponsoring	Spon	Spon	Spon	Spon	Present
VIP Passes	2	2	3	6	12
General admission tickets to runway show.	6	10	14	30	60
Company name/logo with link NMFW website	Yes	Yes	Yes	Yes	Yes
Company name/logo promoted on NMFW social media and other PR	SM	SM	SM+PR	SM+PR	SM+PR
Company name/logo projected on screen at runway show	Name	Name	Name	Logo	Logo
Company name/logo on select signage and posters	None	Select	Select	Select	All
Company name/logo on NMFW event shirts	None	None	Name	Logo	Logo
Company name/logo on all NMFW print ads and tickets	No	No	No	Yes	Yes
Verbal recognition before runway shows	No	No	Yes	Yes	Yes
Marketing materials at NMFW Registration Table	No	No	No	Yes	Yes
Program Ad	Listing	1/8 pg	¼ pg	½ pg	Full pg
25% discount on addition passes for clients/staff	Yes	Yes	Yes	Yes	Yes

Sponsor packages continue working for you throughout the year with New Mexico Fashion Week's 1-year listing in [NMFashionInfo.com](http://NMFashionInfo.com), Abq Apparel Center's exclusive online directory serving the NM Fashion Industry, that includes a link to your website and/or online business.

## New Mexico Fashion Week Designer Packages

	<u>Emerging* \$600</u>	<u>Gold \$1200</u>	<u>Plati \$1800</u>
Designer name with link NMFW website	Yes	Yes	Yes
Designer name promoted on NMFW social media	Yes	Yes	Yes
Designer name promoted on NMFW press releases	Yes	Yes	Yes
Designer name projected on screen at runway show	Yes	Yes	Yes
First Choice of Models	No	No	Yes
First choice of rehearsal time	No	No	Yes
Time allotted on runway for presentation	4	9	15
Your choice of music played during presentation of your line.	No	Yes	Yes
Traditional or Choreographed runway walk for models	Traditional	Choice	Choice
Half (5'x10') or Full (10'x10') vendor space	Half	Full	Full
VIP passes	2	2	4
General admission tickets to runway show.	2	4	6
Listing of your name/company in NM Fashion Week program	Yes	Yes	Yes
Additional 1/8 page ad in program	No	No	Yes
Ensembles on runway. (You may have more items in vendor space)	6	15	25
Photo shoot of line after show or Video of runway presentation **	No	No	Yes
1-year Listing on NMFashionInfo.com	No	Yes	Yes

\* Designer can only qualify for Emerging Designer status for first 2 years.

# New Mexico Fashion Week Vendor Packages

Each vendor receives 2 vendor passes each evening for those working in booth.

<b>Expo takes place Friday and Saturday evening before, during, and after runway shows.</b>	
<u>Booth sizes and costs for two-day show:</u> (Approximately or its equivalent.)	
20' x 20' \$500 *	
10' x 15' \$400 *	
10' x 10' \$300	
5' x 10' \$200	
General admission tickets to runway show. (In addition to vendor passes)	2
Company name/logo with link NMFW website	Yes
Company name/logo promoted on NMFW social media	Yes
Listing of your name/company in NM Fashion Week program	Yes
Additional ad space in program	See program pricing
1-year Listing on NMFashionInfo.com * (Only with \$400 & \$500 booths)	See Note *
Lighting	House
Electricity	Contingent upon venue
Company Signage (Free Standing) *Must fit in vendors space.	Yes
Wifi	Contingent upon venue
Table and Chairs	Additional cost

\* 1-year Listing on NMFashionInfo.com \* available only with \$400 & \$500 booths.

# THANK YOU FOR YOUR CONTRIBUTION!

To be a partner of the New Mexico Fashion Week Experience, please contact:

## Albuquerque Apparel Center

info@AlbuquerqueApparelCenter.com

505.803.6966

20 First Plaza Center NW, Suite 31 ABQ, NM 87102 | Galeria

PO Box 26735 | Albuquerque, New Mexico 87125

AlbuquerqueApparelCenter.com

Home of New Mexico Fashion Week (nmfashionweek.com)

& NMFashionInfo.com

NMFW gladly accepts checks, credit cards and PayPal.

Payment plans available.



© Albuquerque Apparel Center

 <p><b>Albuquerque Apparel Center</b> <i>Fostering the growth of New Mexico's Apparel and Accessory Industry</i> ABQApparelCenter.com</p>	 <p><b>Founder &amp; Exec Director</b> Melissa Lea Beasley</p>	 <p><b>New Mexico FASHION WEEK</b> NMFashionWeek.com</p>
---	--	--

**NMFashionInfo.com**  
Clothing, Accessories, Supplies,  
Services, Events, & more!

02152016