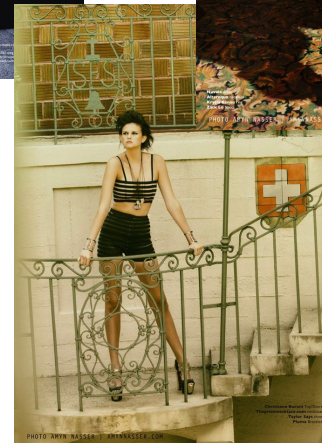
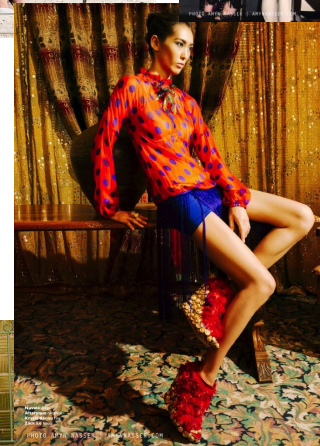
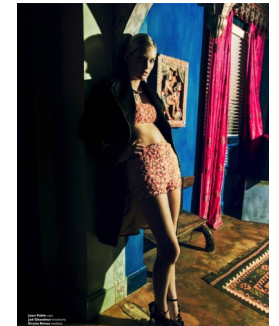
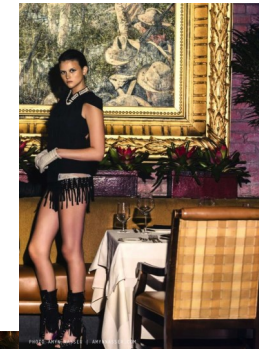
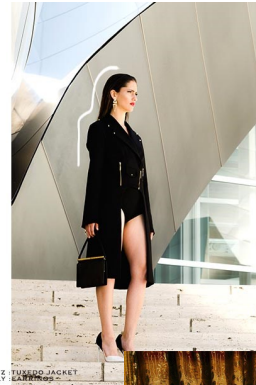


MODA 360

A COMPLETE FASHION REVOLUTION



Featured editorials of MODA 360 designers

2017 PARTICIPATION PACKAGE

MODA 360

A COMPLETE FASHION REVOLUTION



Launched in 2014, Moda 360 is a ground-breaking platform combining fashion, art, music and video for a unique presentation of creative work. The event is hosted by the New Mart, a 20,000 sq. ft. (1850 sq. m.) space in the heart of downtown Los Angeles. Fashion, Art and Film have become intertwined in current culture, with each medium influencing others. Moda 360 recognizes this cross-influence as a powerful means to promote creative work.

ABOUT



Moda 360 gives participants a platform to explore a unique presentation of their brand. Stepping out of the traditional, participants create a visual display taking their brand to a new level. Participants may create a still, editorial quality exhibit incorporating art, film or other media, produce a runway presentation with a theme, set design, music and video, or propose a unique idea for their brand. Collaborations are encouraged and supported by Moda 360. The goal of Moda 360 is to give designers the platform to create a marketing campaign and materials that will carry their brand forward in the long term.



Although the primary goal of Moda 360 is to give participants space to create and record a promotional campaign, the event is open to buyers, press, galleries, art aficionados, industry professionals, press and public to give the participants immediate exposure to multiple markets. Participants are welcome to invite all of their contacts to experience the event and see their work before they launch their campaign. Moda 360 invites its growing roster of press and professionals, and publicizes the event to the public to add to the opportunities for networking.

Moda 360 provides:

- ♦ Presentation space for participants to create innovative visual presentations of their work
- ♦ Collaboration opportunities with artist, designer and filmmaker participants
- ♦ Networking across three creative industries
- ♦ Runway, exhibit and seminar opportunities
- ♦ Video and photographic material for online and print content by professional filmmakers and photographers
- ♦ International promotion and publicity through media, press, professional networks and social media, before, during and after the event
- ♦ Custom events, presentations and sponsorships



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Runway presentations at Moda 360 are highly creative events centered on a theme expressed in the fashion, make up, hair and runway set design. All runway presentations are expected to meet this criteria.

Moda 360 partners with media outlets to sponsor a theme, select designers and style the looks and the runway set. Media outlets may opt to work with 1-3 select designers, or create a runway presentation that incorporates looks selected from all the fashion participants in Moda 360. Set design for the runway may feature collaboration with artists. Designers and looks are selected by the media outlet.

Designers may also opt for an individual show, or a group show with up to 4 designers presenting 4 looks each, sharing the costs of the presentation, and may create their own theme and set design, submitting a proposal to Moda 360. Designers may also invite a media outlet to sponsor or produce their runway presentation.

Set design for all runway presentations is provided by Silver Birches. Stylists for the runway presentations will work with Silver Birches and the designers to create a backdrop on the runway. Silver Birches will invoice designers directly.



Designers interested in an individual or collective runway show, or to be considered for a media sponsored runway show must register for Moda 360 no later than December 31, with a 50% deposit.

Runway presentations are scheduled on a first come, first serve basis and at the discretion of Moda 360.



RUNWAY PRESENTATIONS



MODA 360 PROVIDES:

Dedicated runway for each presentation

Tech support for music, logos/monitor visuals

Models (maximum 15 looks)

Hair and make up by professional artists

Runway presentations are taped and photographed by professional photographers and videographers contracted by Moda 360.

Designers and media outlets are welcome to bring additional photographers and videographers to record the event, however, professionals must receive proper credentials from Moda 360 in advance of the event.

Raw footage of the runway presentations may be purchased by the designers and designers may also contract Moda 360 videographers to edit and create a custom video of the runway and event.

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Exhibits at Moda 360 go beyond the traditional product-on-a-rack at a trade show or a gallery showing. Designers and artists present their work in a creative setting that expresses the concept and artistry of the brand. Designers may opt to create their own space or work with our event designer, Silver Birches, to build an attractive, innovative display. Designers creating their own display must submit a concept and plan to Moda 360. Silver Birches will invoice designers and artists directly

The exhibits at Moda 360 give attendees a memorable presentation of the brand, as well as a personal “editorial” for a designer’s collection. Art exhibits allow artists to enhance their concept and expression, stepping beyond the traditional gallery presentations. Exhibits are photographed and provided freely to media, giving them professional and innovative content for their outlets. Participants have free access to all event photos and videos giving each participant a portfolio of marketing materials they can use long after the event ends. Participants may also create their own video product—interview, product presentation, creative performance—to be recorded and edited by film industry professionals.

Participants are welcome to share spaces and collaborate with other designers or artists, and Moda 360 also offers country specific displays and a “First Impression” group exhibit for first time participants to offer a more cost-effective platform.

Moda 360 encourages collaborations, special presentations and events that add to the attendees’ experience and promote the art, innovation and creativity of participants. Designers and artists

may host mini-events in their exhibit space; Moda 360 will promote the special presentation and list events in the event schedule. Designers and artists interested in creating an individual event within the Moda 360 schedule—live painting, performance art, receptions or other ideas—may submit a proposal and Moda 360 will make every effort to accommodate the request.



ART AND FASHION EXHIBITS



MODA 360 PROVIDES:

Dedicated exhibit space in an open floor format

Pre-event promotion of the event and individual participants to buyers, public, professionals and media

Professional photographs and video of the exhibits and event including participant interviews

Post-event promotion/media follow up/distribution of participant marketing materials

Year-long support to participants upon request—media, buyer and gallery pitches, assistance with stylists and photo shoots, business support, advice and connections

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To give first time participants an opportunity to take part in Moda 360, the FIRST IMPRESSION platform will debut in 2017. First Impression is a group exhibit priced per piece to give first time designers and artists a cost effective opportunity for exposure. The exhibit will be furnished and decorated by Silver Birches.

A group runway show may also be provided (pending sufficient participation), and designers may submit their available pieces for review by the stylist creating the show at a cost per piece selected. Designers will supply a look sheet of available pieces from their collection with sizes and skus listed. The runway stylist will select looks and notify designers of the pieces selected. The group runway show will be organized and managed by the stylist and Moda 360 backstage team.

First Impression participants must be registered and paid no later than April 15, 2017 to allow sufficient time to organize exhibits and runway show and promote the participants.

MODA 360 PROVIDES:

Dedicated exhibit space in an open floor format

Mannequins

Pre-event promotion of the event and individual participants to buyers, public, professionals and media

Professional photographs and video of the exhibits and event including participant interviews

Post-event promotion/media follow up

Year-long support to participants upon request—media, buyer and gallery pitches, assistance with sales reps, stylists and photo shoots, business support, advice and connections

FIRST IMPRESSION



MODA 360

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SEMINARS AND WORKSHOPS



ETHICAL FASHION: THE GLOBAL MOVEMENT
AND WHY IT MATTERS

Moda 360 brings thoughtful and insightful seminars, panel discussions and workshops to industry professionals and public. Discussions are scheduled on wide ranging topics of interest to both the business of art, fashion and film as well as the end consumer.

Moda 360 2016 brought lively discussions from international ethical designers on the importance of the global movement towards environmentally sound and socially just fashion. Karen Randal, former Director of Business Creation and Retention for the City of Philadelphia spoke on the resurgence of local and artisanal manufacturing and her work to grow the City's Maker Movement. Amy Roiland, CEO of FashionTap, gave a presentation of

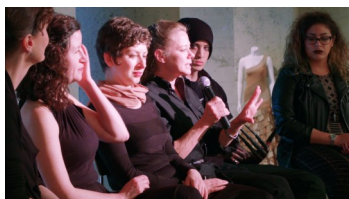
the new fashion social app, and artists from the US and UK discussed the inspiration for their work and their artistic and social statements. The seminars are recorded for The New Mart podcast.

Moda 360 is open for the submission of topics for the 2017 edition. Topics may be proposed for panel discussions, seminars and workshops on topics related to art, fashion, film, social/environmental or industry issues related to the creative industries. Designers may also apply for participation in a panel discussion. Topics currently proposed for Moda 360:

21st Century Media: A panel discussion of the issues, challenges and benefits the digital age presents to both corporate media outlets and emerging and independent outlets

A Model View: Moda 360 brings a one-woman show to the event, sharing anecdotes and stories from the print and runway world of the 1970's and 1980's for an inside look at the heyday of fashion.

Social Media and Branding: A panel discussion by designers using social media to increase brand awareness to the industry and consumers, discussing innovation and best practices.



Filmmakers present: Filmmakers talk about their short films, the background, process and the finished work. Already scheduled is a film short officially selected for the Marché du Cannes at the Cannes Film Festival.

The Artists Voice: A panel discussion by the artists of Moda 360 presenting the inspiration, process and message behind the work.

Alternative Financing: A seminar on small business financing that offers non-traditional loans and access to capital

THE ARTISTS' VIEW: THE INSPIRATION FOR THE
CONTEMPORARY ART WORLD

AND MORE TO BE ANNOUNCED



A PRESENTATION OF FASHION TAP:
FASHION'S NEW APP FOR INDUSTRY
BUSINESS AND CONNECTION



THE MAKER MOVEMENT: THE RENAISSANCE OF
LOCAL AND ARTISANAL MANUFACTURING

MODA 360

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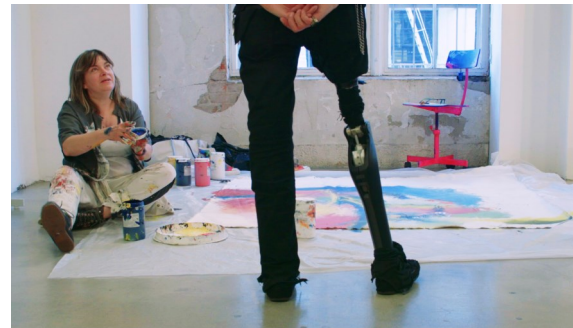
SPECIAL EVENTS AND PRESENTATIONS

Moda 360: 2016 enjoyed special events created by the participating artists and designers. Artists Andrea Bogdan and Justin Bolton live painted, completing works during the event. Ethical fashion designers from the UK created a “Best of Britain” display, and opened Moda 360 with a reception sponsored by their exhibit. The Jazz Garden runway show concept Linger Magazine envisioned attracted a popular tv reality series (to be announced) featuring impressive talent to collaborate with the show and film the event for an episode in the upcoming season.

Moda 360: 2017 is looking to offer greater experiences to attendees. Participants interested in creating an event within the Moda 360 schedule may submit a proposal for ideas appropriate for the event:

- ♦ Live painting
- ♦ Performance art/recorded live presentations in exhibit spaces*
- ♦ Musical/dance performances*
- ♦ Receptions/Networking events
- ♦ Art/Fashion live collaborations*
- ♦ Live filming
- ♦ Video interviews of participants (content determined by participant)*
- ♦ Recorded promotional videos*
- ♦ Custom events*

*additional fees apply for recording/editing of custom videos, or services to produce a custom event



MODA 360

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EVENT OUTREACH

The reach of Moda 360 is international, extending the event to artists, designers, professionals, press, buyers and media around the world. Although the scope is global, Moda 360 recognizes the significance of the host city and includes the Downtown community.

The Moda 360 live event takes place during August Contemporary Market Week at The New Mart in Downtown LA in August, bringing national retailers looking for contemporary fashion. The DTLA art and fashion community, including artists, designers, art and fashion professionals, local media and galleries are invited to participate and attend, bringing local culture and business to the event.

Moda 360 reaches an audience of **850,000+ subscribed and network contacts**. The event continues outreach and promotion of participants year round, which brings a continuously growing audience.

2016 pre-event promotion generated **120,000+ impressions through website and social media connection**. This outreach was further extended by media partners, sponsors, participants and event host, The New Mart.

Outreach and promotion continues year round with post event follow up generating an average of **10,000+ social media impressions monthly (extended further by media partners, sponsors, participants and host, The New Mart)**, expanding continuously. Moda 360 partners, sponsors and host extend this reach further.

Event press releases averaged **120,000+ impressions**.

Press contacts include: Conde Nast (US and Intl), Hearst, Essence, Rolling Stone, Le Figaro, France 2, Le Monde, Radio France, Journal du Textile, Fashion Mag, Bloomberg, LA Times, Fashion United, Fairchild Fashion, LA Magazine, Hollywood Chronicle, LA Weekly, LA TV stations, Treehugger, MTV, NY Times, Fashion Wire Daily, New York Magazine, Washington Post, FashionMission.nl, Fashion Monitor, Paper Magazine, The Telegraph, Marie Claire, Elle, The Guardian, The Independent, and Niche Media. Plus US and International independent magazines and blogs

Retail contacts include: Barneys, Nordstrom, Harvey Nichols, Harrods, Princess Cruises, Marriot, Ron Herman, Saks Fifth Avenue, Lord & Taylor, Neiman Marcus, Dillards, Fred Segal, M. Frederick, Beverly Hills Department Store, Amazon, Zappos, Shopbop, Four Seasons, Ritz Carlton, ASOS, Bloomingdales, Bergdorf Goodman

Plus US and International independent retailers



MODA 360

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IMPACT



The success of Moda 360 is achieved by establishing a stand alone brand accompanied by aggressive publicity and social media campaigns, before, during and after the event, growing national and international awareness.

“Press, media, buyers and fashionistas were treated to an exceptional expression of art as fashion and the art of fashion that did not disappoint.” **Meade Magazine**

“Linger Magazine is a proud media partner of Moda 360. Moda 360 is such a gem of a fashion event, as it creatively unifies art, fashion and video in such a way that it provides emerging designers and artists the most artfully interactive platform that is a missing, yet much needed, element in the fashion industry. It is a joy to partner with an event whose mission mirrors our very own.” **Tiffany Tate, Editor-In-Chief of Linger Magazine**



www.Moda360Intl.com

Debora Pokallus, CEO Bel Esprit/Showroom International/Moda 360

215.963.9394

