

MODA 360

A COMPLETE FASHION REVOLUTION

AUGUST 1-2, 2017 (LA Contemporary Market Week)

Moda 360 is a unique platform dedicated to creating innovative and compelling content by designers, artists and filmmakers. Using an exhibit format, designers and artists develop a unique and exciting still presentation of their work to engage press, media, public and professionals. Live events – runway shows, on site video creation, performance art, collaborations, custom events – add to a “360°” presentation of creative work and provide participants with marketing content that can be used long after the event concludes. Moda 360 takes place at The New Mart in Downtown LA, a contemporary fashion showroom building giving designers exposure to showrooms and reps, and adjacent to the Art District, with exposure to LA art galleries.

Moda 360 is a two day event (setup day one with an evening opening, and all day events on day 2). The 2016 event brought a live audience of buyers, press, professionals and public. The event was filmed for an upcoming reality series with the principals of the series participating in the runway show. Participating designers have been featured in editorials post-event.

Moda 360 is the platform of possible. The event is produced around the needs of participants, creating content that designers, artists and filmmakers need to grow their business. The goal of Moda 360 is to give participants an experience that is not dependent upon attendance and materials that can be used for long-term marketing.

- Outreach: **850,000+ subscribed and network contacts** (increased by media partners sponsors, participants and event host, The New Mart)
- 2016 pre-event promotion: **120,000+ impressions through website and social media connection** (increased by media partners, sponsors, participants and event host, The New Mart)
- Post event follow up: **average of 10,000+ social media impressions monthly** (increased by media partners, sponsors, participants and event host, The New Mart)
- Event press releases averaged **120,000+ impressions**

EXHIBIT:

Single exhibitor: \$1500 USD*

Shared space: \$1500 USD plus \$250 for each additional exhibitor*

Group space (minimum 4 artist/designer participants): \$400 per look (complete outfit on a mannequin) or per 2 art pieces*

First Impression (for first time exhibitors, shared space): \$400 per look (complete outfit on a mannequin) or per 2 art pieces*

*Silver Birches services and furnishings are billed directly to participant

Moda 360 provides:

- open exhibit space (up to 5 key pieces of an apparel or fine art collection or 10 accessory items for a single exhibitor) for individual and group exhibits
- assistance with exhibit development (participants must submit an exhibit proposal, or work with approved event designer Silver Birches to create exhibit)
- mannequins
- gridwalls for art display in common areas

- tables and chairs for promotional materials
- pre and post event promotion to press, public and professionals (continues for full year)
- Buyers list of fashion retailers
- Professional photography and videography
- Moda 360 website listing
- Full year business assistance with press editorials, showroom/gallery/buyer contact to help participants in contact and connection to professionals

RUNWAY:

Dedicated runway: \$3000 (divided among participants) scheduled during the event*

Group runway or special event runway – looks selected by stylist/sponsor \$300 per look*

*Silver Birches set design is billed directly to participants

Moda 360 provides:

- models
- hair and makeup provided by sponsor TNT
- backstage area
- audio visual (music, video)
- pre and post event promotion to press, public and professionals (continues for full year)
- buyers list of approximately 5000 active fashion retailers
- professional photography and videography

SEMINARS

Moda 360 offers individual participants, group participants, sponsors, and country based trade and promotional organizations, the opportunity to create and develop seminars on topics that are current and relevant to the business of fashion, art and film as well as contemporary culture. Seminars are taped by the New Mart and available on their podcast. Seminar slots are available on a first come, first served basis after topic approval

FILM

Moda 360 loops short fashion videos (up to 5 minutes) to be played on screens during the event. Screenings of short films are scheduled with the option of discussion by the filmmaker or representative. Films may be grouped by topic, country or other common criteria.

ADDITIONAL SERVICES AND OPPORTUNITIES

- Video interviews of participants (content determined by participant)*
- Receptions/parties
- Live painting
- Recorded live presentations in exhibit spaces*
- Recorded promotional videos*
- Custom events*
- Additional services provided by outside vendors, partners and sponsors

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