

2017 New/NEXT Fashion Showcase

APRIL 28, 2017

Blind Whino SW Arts Club

Fashion Showcase

The New/NEXT Fashion Showcase is a fundraising event aimed at supporting DCFI programs that provide business training for entrepreneurs in fashion. The 2017 Fashion Showcase will be on April 28, 2017 at the Blind Whino Arts Club in Washington, DC.

The DC Fashion Foundation is calling on the best international designers to showcase their talents in the US at the New/NEXT Showcase, along with the DCFI Designers in Residence and Public Program designers.

The Fashion Showcase will raise money for DCFI programs that support the development and training of the world's next business owners and job creators in fashion.

The New/NEXT will feature the Fall/Winter 2017 collections of DCFI Designers in Residence 2016-17 cohorts. The Showcase will also highlight designers from around the world selected by Embassy partners.

The designers will have the opportunity to:

- Introduce their collection of 5-10 full looks.
- Be highlighted in the program, press, and promotional materials, with a reach of over 20,000 people.
- Display their collection in the window of DCFI @ Macy's for one month.
- Access DCFI's network of buyers, bloggers and other industry leaders in attendance.



Presentation

The New/NEXT Fashion Showcase will include a presentation from international and US designers. Each designer will present a collection of 10 to 15 looks. Flanked by screens with fashion images per designer, each will introduce his or her collection. This will be a standstill presentation, in which each model will showcase his or her look on an elevated box. This intimate format gives attendees the opportunity to view the garments up close and in person.



DC FASHION FOUNDATION

About Us

The DC Fashion Foundation (DCFF) is a 510 (c)(3) nonprofit designed to support the thriving fashion community in the Washington, DC area, through educational programs, workforce training initiatives, and networking and mentoring opportunities for aspiring and established fashion entrepreneurs. In partnership with Macy's Metro Center, DCFF launched the DC Fashion Incubator (DCFI) in June 2015.

The goal of DCFI is to support the local emerging fashion industry by identifying and provide training, mentoring, workspace, apparel manufacturing, production contacts, business planning and financial planning seminars, branding, legal assistance, and infrastructure support. These programs are intended to help emerging fashion entrepreneurs develop the well-rounded skill set necessary to execute their vision, achieve their goals, and realize their fashion ideas.

DCFI is the only program of its kind to offer a cultural exchange program for international designers from emerging fashion destinations. With international partners from Pakistan, Estonia, Peru, the United Kingdom, Nigeria, Ghana, Lebanon, and more, DCFI not only prepares international designers for the US market but also teaches transferable skills that aid the designers in growing their country's fashion economy.



Giving Back

DCFI PUBLIC PROGRAM

The DCFI Public Program mission is simple. We are here to assist, promote, and support the talented and thriving fashion industry in the Washington, DC metro area. By providing an inside look into the rigors of the fashion industry through technical and business mentorships, DCFI assists designers with growing sustainable fashion businesses that bring awareness to the creative community and drive industry growth.



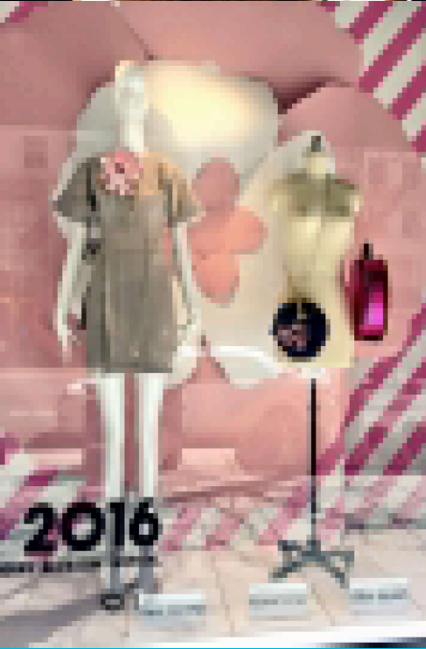


Photo By Marcus Brownell

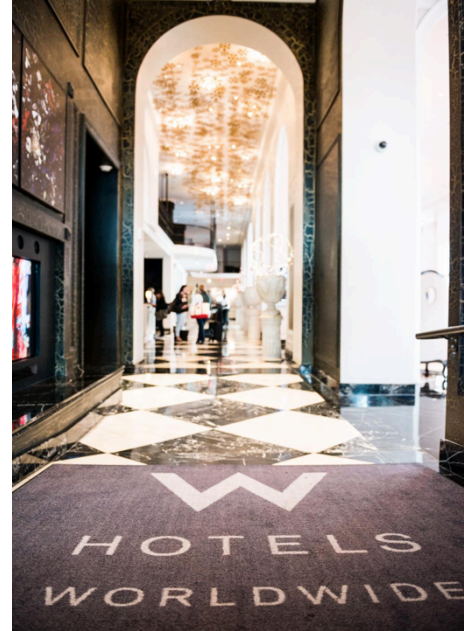
DC Fashion Incubator

Benefits of Partnership

WHY PARTNER?

We would like to invite your business to participate as a sponsor of the New/NEXT Fashion Showcase. This sponsorship opportunity offers a host of exclusive benefits designed to enhance your brand's visibility. In August, the DCFI x W Hotel presented the DCFI Designers Collection Show Spring/Summer 2017. This event drew over 500 attendees, many of whom were influential decisionmakers and tastemakers of medium to high household incomes. The diverse audience included representatives of the DC fashion and creative community, elite and progressive business leaders, dignitaries, fashion bloggers, style influencers, and tastemakers. Our multi-faceted promotional plan will include print, digital, social media, newsletter, and email marketing. Our reach of over 12,000 will greatly enhance your brand visibility.

The New/NEXT Fashion Showcase is on pace to quickly become the premier fashion event for emerging and experienced fashion designers, beauty trendsetters, brand influencers, blog affiliates, and networking and fashion enthusiasts. With our partners, Macy's, and over 1M impressions from features in The Wall Street Journal, WWD, The Washingtonian, Facon Magazine, Council Magazine, Good Morning Washington WUSA 9, and NBC 4 News, among others, New/NEXT is positioned to provide premium exposure and engagement for your brand. We are excited to discuss your involvement and look forward to working with your company to ensure a mutually beneficial strategic partnership.



Designer-in-Residence Program

If you sponsor a designer to take part in the DC Fashion Incubator International Program, the designer will be allotted numerous opportunities such as:

SBA Seminars: Developing your Business Plan

- Business Plan Overview
- Company Description/Market Analysis
- Marketing and Sales
- Product and Services
- Operations/Management and Ownership
- Financials
- Access to Capital

US Department of Commerce Seminars

- USA Supply Chain Resources
- Importing and Exporting

Branding Seminars

Social Media Marketing Workshops

Marketing Seminars

- Mediums for Effective Marketing
- Public Relations Strategies

Fashion Forecasting/Product Development Seminars

Retail Buyer Feedback/Product review

Macy's New York Buying Office Collection Review

Visual Opportunities

- Macy Cherry Blossom Window
- DCFI Designers Showcase
- Spring/Summer Fall/Winter Collections Show & Pop-up Shop

Design Presentation during the DCFI New/NEXT Fashion Showcase & Fundraiser



DCFI Immediate Goals

In addition to donating in support of a specific designer, you may also contribute to DCFI's general development. In the near term, DCFI seeks to bring its services to even more budding entrepreneurs, expand the breadth of its offerings to fashion professionals, and amplify outreach to individuals seeking opportunities in the DC fashion industry.

**Goal 1:
Provide highly-demanded
DCFI services to even more
designers**

- Expand Designer-in-Residence Program from five to seven designers
- Welcome additional designers into the DCFI Public Program

**Goal 2:
Expand DCFI's offerings
to fulfill DC fashion
professionals' unmet needs**

- Purchase new manufacturing technology, specifically embroidery machinery
- Secure additional manufacturing space

**Goal 3:
Amplify DCFI outreach to
individuals seeking entry
into the DC fashion industry**

- Create an internship program for local university and trade school students
- Expand DCFI marketing
- Develop new fundraising and sponsor outreach efforts

Our Audience



OUR AUDIENCE



AVERAGE INCOME: 72K-96K ANNUALLY

OCCUPATIONS

- Attorneys
- Contractors
- Consultants
- Entrepreneurs
- Political Figures
- Fashion Designers
- Government Employees

ATTRIBUTES

- Affluent
- Visionaries
- Professionals
- Politically Savvy
- Socially Conscious
- College-Educated
- Tech Entrepreneurs

\$200,000

DCFI

Ambassador

Promotional opportunities as Ambassador of DCFI for the 2017 fiscal year includes features in traditional and social media, a presence on the DCFF/DCFI websites, and invitations to speak at selected DCFF/DCFI events.

“The Ambassador has a unique role as organizational champion for DCFI during an entire fiscal year. S/he will appear prominently on DCFF/DCFI traditional and social media communications. Even more vital to the incubator’s growth, the Ambassador will have considerable flexibility in speaking engagements, formal and informal presentations, encouraging both new designers to participate, and business/ community leaders to support it.”

Sponsorship Packages

Sponsorship Level	Named Sponsor	Avant Garde Sponsor	Haute Sponsor	Trendsetter Sponsor	Fashion Forward Sponsor	Stylish Sponsor	Embassy Sponsor
Contribution	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Benefits	<ul style="list-style-type: none"> - 10 VIP event tickets - Event naming recognition on all printed and digital materials. - Swag Bag - Custom clothing by DCFI designer of choice - Name on DCFF Board and DCFI Advisory Board - Award presentation - Name on Incubator Wall - Name on all marketing, social, digital media, and DCFF website 	<ul style="list-style-type: none"> - 8 VIP event tickets - Swag Bag - Name/logo on the event invitation - Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.) - Name/logo and website link on DCFF website - Name on program 	<ul style="list-style-type: none"> - 6 VIP event tickets - Swag Bag - Name/logo on the event invitation - Name/logo on all advertisements (flyers, posters, newspaper, social media, etc.) - Name on program 	<ul style="list-style-type: none"> - 4 VIP event tickets - Swag Bag - Name/logo on the event invitation - Name/logo on Social Media - Name on program 	<ul style="list-style-type: none"> - 4 event tickets - Name on the event invitation - Logo on all social media - Name on program 	<ul style="list-style-type: none"> - 2 event tickets - Logo on all social media - Name on program 	<ul style="list-style-type: none"> - Designer participation from Embassy country, US and international exposure



PARTNER WITH US!



Your contribution to the New/NEXT Fashion Showcase will allow your brand to directly engage consumers and drive social conversation, creating brand awareness while leveraging this high-traffic day, and catering to the politically astute, elite, fashion cultural community.

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