



The Fashion Movement

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Present

Fashion Live! Downtown

Runway Fashion Presentation

www.fashionlivedowntown.com

November 17, 2007

@

Tampa Convention Center

PRESS KIT

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2007
Fashion Live! Downtown
RUNWAY FASHION PRESENTATION

FASHION SHOW November 17, 2007

Doors open at 6:00 pm

Tampa Convention Center

333 South Franklin Street

Tampa, Florida 33602

813-274-8511

800-426-5630

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MISSION

Fashion Live! Downtown: will be a special event. This high level production intends to showcase the awesome talents of some of Tampa Bay's most talented and ambitious Fashion and Accessory Designers who will be given the opportunity to have their garments paraded on the runway by sexy, energetic models.

Not just Fashion Designers will be featured at this event being produced by **The Fashion Movement** in collaboration with **Stature**, a design house here in Tampa. Funky fashion forward hairstyles by selected stylists will be hitting the runway and numerous hand picked artists will have their works on display. Talented performing artists will be given the chance to display their talents, thus a totally entertaining evening will be accomplished.

The highlight of the evening no doubt will be fashion, fashion, fashion. When the models hit the runway, the energy will be felt from afar; style, elegance, sophistication and high voltage energy will all combine to make for one evening that will be long remembered.

Product vendors, Designers of jewelry and accessories will have the opportunity to market their trend setting products directly to our fashion forward audience in an intimate yet energetic setting.

The Students Design Showcase intends give fashion design students the opportunity to have their work displayed on the runway to an audience who appreciates fashion.

Fashion Live! Downtown seeks to give five to ten selected students from the local Fashion Design Schools this tremendous opportunity to have our models parade five to ten of their best creations.

In keeping with our belief as an organization that gives back to the community, a portion of the proceeds from this event will be donated to a charity of our choice.

Please join us on November 17, 2007 at The Tampa Convention Center.

Why Fashion Live! Downtown

Downtown Tampa comes alive with Fashion, Arts, Music and Entertainment

Tampa Bay will experience the energy and excitement of a high-level fashion event!

Fashion Live! Downtown is intended to be an event that helps to change the way other cities view the Tampa Bay area on the fashion landscape. Tampa Bay has a tremendous talent pool of undiscovered fashion and accessory designers and this fast growing area seeks to be mentioned in the same breath as other fashion forward cities.

The tremendous talents of young and emerging Fashion Designers, Stylists, Hair Stylists, Make-up Artists, Models, Music Performers and other visionaries in the fashion and creative arts fields will be on display at this event.

Fashion Live! Downtown, which is slated for the Tampa Convention Center on Saturday November 17, 2007 will help open new doors for Designers of garments and accessories as well as Fashion Boutiques, Make-up Artists, Stylists, Hair Stylists, Music Performers, Photographers and others in the fashion, music and creative arts industry by fusing fashion with music, art and other creative talents.

For the 2007 collections, designers were carefully selected from a pool of talented applicants whose garments and accessories were thoroughly scrutinized by our selection panel.

Fashion Live! Downtown will be open for the public to view. Fashionistas, styleholics and fashion industry professionals, fashion lovers and our sponsors will be given the opportunity to view and purchase garments directly.

All garments showcased on the runway will be available for sale after the show.

Musical performances will also be presented to our audience during the fashion show. Artist will have their works on display throughout the event's venue and on the runway.

Fashion Live! Downtown is a concept born from the creative minds of Lacey B. Smith {The Fashion Movement} and Charisse Phillips {Stature}

THE FASHION MOVEMENT (THE COMPANY)

www.thefashionmovement.com

The Fashion Movement (TFM) is a multi faceted FASHION events production and marketing company based in Tampa, Florida. One mission is to provide a forum where Designers of garments and accessories, Models, Artists, Performing Artists, Hair Stylists, Make-up Artists and other visionaries in the fashion and creative arts fields can promote and market their talents and resources.

We also pride ourselves as a company that gives back to our community.

The Tampa Bay Area has an array of undiscovered and aspiring talents in the fashion arena. These tremendous talents yearn to be exposed and The Fashion Movement intends to provide the forum necessary to help unearth those tremendous talents, thus, placing Tampa alongside other fashion forward cities at the forefront of the fashion industry

It is in keeping with our mission that on November 17, 2007 in conjunction with **Stature** a design house based in Tampa, Florida; that we bring to the Tampa Bay community **FASHION LIVE! DOWNTOWN.**

Visit: www.fashionlivedowntown.com

STATURE (THE DESIGN HOUSE)

Charisse Phillips, known simply as “Charisse” stands 6 feet tall and has a healthy appetite for 3 ½ inch heels. As a former runway model, Charisse has walked the runways from Chicago, Detroit, Cincinnati, Sarasota, to her hometown of Tampa. Charisse’s unique features and approachable smile has allowed her to model for top-notch designers to high-end fashion houses.

Never the one to use her height as a centerpiece, Charisse obtained her B.S. degree in Business Management while working full-time and raising her three sons. After modeling and settling down in the Tampa Bay area, Charisse soon became frustrated with the limited amount of choices that were available to women of her stature. So, in 2006, Charisse launched **Stature**, a clothing line that caters solely to tall women.

Her store carries business to causal apparel with just a hint of sexiness to the mix. In the future, Charisse has plans to add women’s footwear in sizes 10 to 13 (and 14 to 15 for the woman who desire such sizes). No matter how tall you are **Stature** has something stylish for the woman with fashion on her mind. **Stature** is currently available on line at www.statureonline.com and will be available in her store to be located in the Brandon area in early 2008.

The name speaks for itself...**STATURE**

**You Are Invited To
Fashion Live! Downtown**

The Fashion Movement would like to extend a special invitation to you to attend our Fall Runway Showcase, **Fashion Live! Downtown** scheduled for Saturday November 17, 2007 at The Tampa Convention Center.

We truly look forward to having you as one of our guests for this special evening where high fashion will be on display and opportunities abound to network, connect and establish new business relationships with others in attendance.

Please honor us with your presence for this special occasion as we continue with our mission to positively affect the fashion landscape here in Tampa Bay.

We eagerly await you...



TICKETS ARE ON SALE NOW

General Admission Tickets: \$30.00 In Advance
\$40.00 At The Door
Preferred VIP Seating Tickets: \$45.00 In Advance
Seated in first two rows \$50.00 At The Door

Doors Open At 6:00 p.m., Show Starts At 7:00 p.m.

Tickets are available online at www.thefashionmovement.com or
www.fashionlivedowntown.com



STATURE &
THE FASHION MOVEMENT
WWW.THEFASHIONMOVEMENT.COM
WWW.STATUREONLINE.COM

FL! D TALENTED DESIGNERS • SEXY MODELS
ARTISTS • FEATURED PERFORMING ARTISTS
FASHION INDUSTRY PROFESSIONALS • MEDIA
"FASHION LOVERS COME WET YOUR PALLET"

VENDORS / SPONSORS (CALL FOR MORE INFO)
TICKETS GO ON SALE 9.1.07: AVAILABLE ONLINE
@ WWW.THEFASHIONMOVEMENT.COM OR
WWW.FASHIONLIVEDOWNTOWN.COM
CALL: 347-866-0397 • 813-230-4167

NOVEMBER 17, 2007
TAMPA CONVENTION CENTER
333 SOUTH FRANKLIN STREET, TAMPA, FLORIDA 33602
DOORS OPEN: 6PM • EVENT BEGINS: 7PM

**FASHION
LIVE!
DOWNTOWN**
WWW.FASHIONLIVEDOWNTOWN.COM

SPONSORSHIP

The Fashion Movement
P.O. Box 46126
Tampa, Florida 33646

Tele (813) 948-1014 or (347) 866-0397
Email- fashion@thefashionmovement.com

Fashion Live! Downtown

WELCOME

The Fashion Movement would like to invite you to participate as a sponsor at **Fashion Live! Downtown** scheduled for Saturday November 17, 2007 at The Tampa Convention Center.

The Fashion Movement's mission is to provide a forum where Designers of garments and accessories, Hair Stylists, Make-up Artists, Stylists, Models, Artists, Photographers and other visionaries in the fashion and creative arts field can showcase and market their talents and resources.

We would like the pleasure of having you join us as one of our sponsors for this special evening where high fashion will be on display and opportunities abound to network, connect and establish new business relationships with others in attendance.

We look forward to having you in attendance for this special occasion as we embark on this exciting journey in fashion. Please find attached an overview of the project along with our levels of sponsorship.

We look forward to your response.

Sincerely,

Lacey B. Smith
Executive Producer
lacey@thefashionmovement.com

Sponsorship Opportunities

Fashion Live! Downtown will offer tremendous sponsorship opportunities to potential sponsors. Our specially selected venue **The Tampa Convention Center** will be a great enhancement to products and services being promoted.

Sponsorship packages range from \$500.00 to \$2,000.00.

1) Title Sponsorship level: \$2,000.00 will offer the role of **Title Sponsor**. The event would be named **Fashion Live! Downtown** presented by YOUR COMPANY. The invitations would be branded with your company's name. Major visibility on **The Fashion Movement** and **Fashion Live! Downtown** websites and your company's brand will be displayed throughout the entire event. At this level you will also enjoy.

- A) Logo on all publicity materials:
 - 7,500 Flyers
 - Web Advertisement
 - Event's Banner
- B) Banner on website.
- C) Advertising in event's program.
- D) Gift bags inclusion of company product samples.
- E) Company's banner displayed at event.
- F) 10 Complimentary tickets.

2) Runway Sponsorship \$1,500.00 is also available. Companies sponsoring our show's runway will be given title to the runway. This branding will include signage along the runway displaying your company's name. Company's name mentioned throughout the event as models walk your company's runway. At this level you will also enjoy.

- A) Logo on event's flyer.
- B) Banner on websites.
- C) Advertising in event's program.
- D) Company's banner displayed at event.
- E) 6 complimentary tickets

3) The \$500.00 level of sponsorship your company is added as part of the **Fashion Live Downtown** team and given sampling opportunities.

- A) Inclusion in official program.
- B) Gift bags inclusion of your company's product samples.

4) Ticket Sponsorship is also available. Sponsor can purchase a bundle of advanced tickets (VIP or General Admission). These tickets are for Sponsors to distribute as they see necessary.

Fashion Live Downtown!

Sponsor Contract Form

The Fashion Movement hereafter referred to in this agreement as **TFM** and **The Sponsor** hereafter referred to in this agreement as “you” hereby enter into an agreement as follows:

As of this ____ day of _____, 2007, you agree to become a sponsor for **TFM’S** event, Fashion Live Downtown. “You” agree to pay **TFM** a predetermined sum for being a sponsor.

TFM and “you” agree to the following which when signed by both parties becoming a binding legal contract and at which time payment in full is due to **TFM** from “you”.

The sponsorship package agreed upon is as follows (SELECT PACKAGE):

1) Title sponsor ___ 2) Runway Sponsor ___ 3) Other (specify) _____

Total sponsorship cost = \$_____. _____ Payable to **The Fashion Movement**.

NAME OF COMPANY’S REPRESENTATIVE _____

TYPE OF BUSINESS _____

COMPANY/ORGANIZATION _____

ADDRESS _____ SUITE # _____

CITY _____ STATE _____ ZIP _____

TEL. () _____ - _____ FAX () _____ - _____

EMAIL: _____

COMPANY’S WEBSITE: _____

METHOD OF PMT: Cash Check # _____ Money Order # _____

Signature _____ Signature _____
The Fashion Movement Sponsor

TFM

Contract Confirmation

The Fashion Movement

AS OF:

www.thefashionmovement.com

Advertiser:

VENDORS

TFM
P.O. Box 46126
Tampa, Florida 33646

Tele (813) 948-1014 or (347) 866-0397
Email- fashion@thefashionmovement.com

FASHION LIVE! DOWNTOWN

Saturday November 17, 2007 from 5pm – 10pm
NO FOOD VENDORS ACCEPTED

Dear Vendor:

Welcome to FASHION LIVE! DOWNTOWN to be held on Saturday, November 17, 2007 at the Tampa Convention Center located at 333 South Franklin Street in Tampa Florida. Your interest to participate in our event is greatly appreciated and we encourage you to join us as we continue on our mission to help bring fashion in the Tampa Bay Area to the forefront of the fashion industry.

Enclosed, you will find all the information required for the application.

All applications **MUST** be mailed to:

THE FASHION MOVEMENT (TFM)
P.O. Box 46126
Tampa, Florida 33646

We encourage you to insure/register any monies enclosed. All payments should be in the form of a **check or money order**. Please make payments payable to **The Fashion Movement**.

If you have any questions or concerns about the application requirements and procedures, please do not hesitate to contact us at (813) 948-1014 (evenings) * (347) 866-0397 (daytime)

Thank you for your interest in FASHION LIVE! DOWNTOWN 2007.

Sincerely,

Lacey B. Smith
Executive Producer
lacey@thefashionmovement.com

TFM
P.O. Box 46126
Tampa, Florida 33646

FASHION LIVE! DOWNTOWN
Saturday November 17, 2007 from 5pm – 10pm

NO FOOD VENDORS ACCEPTED

1. Application deadline: Postmarked by **November 1, 2007**

Single Booth: **\$100.00** (Single table with tablecloth and skirt)

Double Booth: **\$175.00** (Two tables with tablecloth and skirt)

***Each vendor is allowed 2 assistants who will be given event passes. Vendor must furnish TFM with necessary information on number of assistants.**

Payment Method: Check, Money Order Payable to **The Fashion Movement Or Cash.**

- 2) All vendors will be responsible for keeping their immediate area clean.
- 3) Under NO circumstances should alcoholic beverages be sold, given away or otherwise distributed at the EVENT.
4. All vendors will be responsible for collecting and reporting all Florida Sales Tax, where applicable. All vendors are responsible for acquiring all necessary permits with the State of Florida and the City of Tampa as required by law.
5. Vendors will not be allowed to stroll through the EVENT AREA selling any products; you will be confined to your selling area.
6. It will be the responsibility of all vendors to provide liability insurance or other coverage for themselves, as TFM will not be responsible for such; therefore, we ask that you enclose a copy of such coverage, **if you have one.**
7. Vendors needing to construct booths should have them pre-fabricated and assembled at the venue preceding the opening time of the event.
- 8) All vendors must be completely set up at least one hour prior to the event start time of 6:00PM.

TFM
APPLICATION FOR VENDOR BOOTH

NAME OF ORGANIZATION OR INDIVIDUAL _____

MAILING ADDRESS:

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

CONTACT PERSON

BUS.PH. (____)-____-____ MOBILE PHONE: (____)-____-____

MAILING ADDRESS:

STATE: _____ ZIP: _____

SOC. SEC. # ____ - ____ - ____ (Optional)

TYPE OF ORGANIZATION: Non-profit: _____ Commercial: _____ Individual: _____

TYPE OF BOOTH: Crafts _____ Commercial: _____

BOOTH SPACE DESIRED: Single ____ (\$100.00) Double ____ (\$175.00)

FEDERAL TAX ID#: _____

NAME OF PRESIDENT/CHAIRPERSON: _____

DATE OF INCORPORATION: _____

TYPE OF PRODUCT/SERVICE OFFERED: _____

HOW DID YOU HEAR ABOUT THIS EVENT: _____

Name (Print): _____

Signature: _____ Date: _____