

WHO'S HAUTE NYFW

FRIDAY, SEPTEMBER 6TH, 2019
NYFW RED CARPET PREMIERE
THE PLAY BOY CLUB
512 WEST 42ND STREET
New York, NY 10036

playboyclubnyc.com

XG WHEN LUXURY IS A NECESSITY! Graino Original



HOSPITALITY

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Media



CAROL GALVIN



FOUNDATION

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- 19

NEW YORK, NY

WHO'S HAUTE THE INVITATION

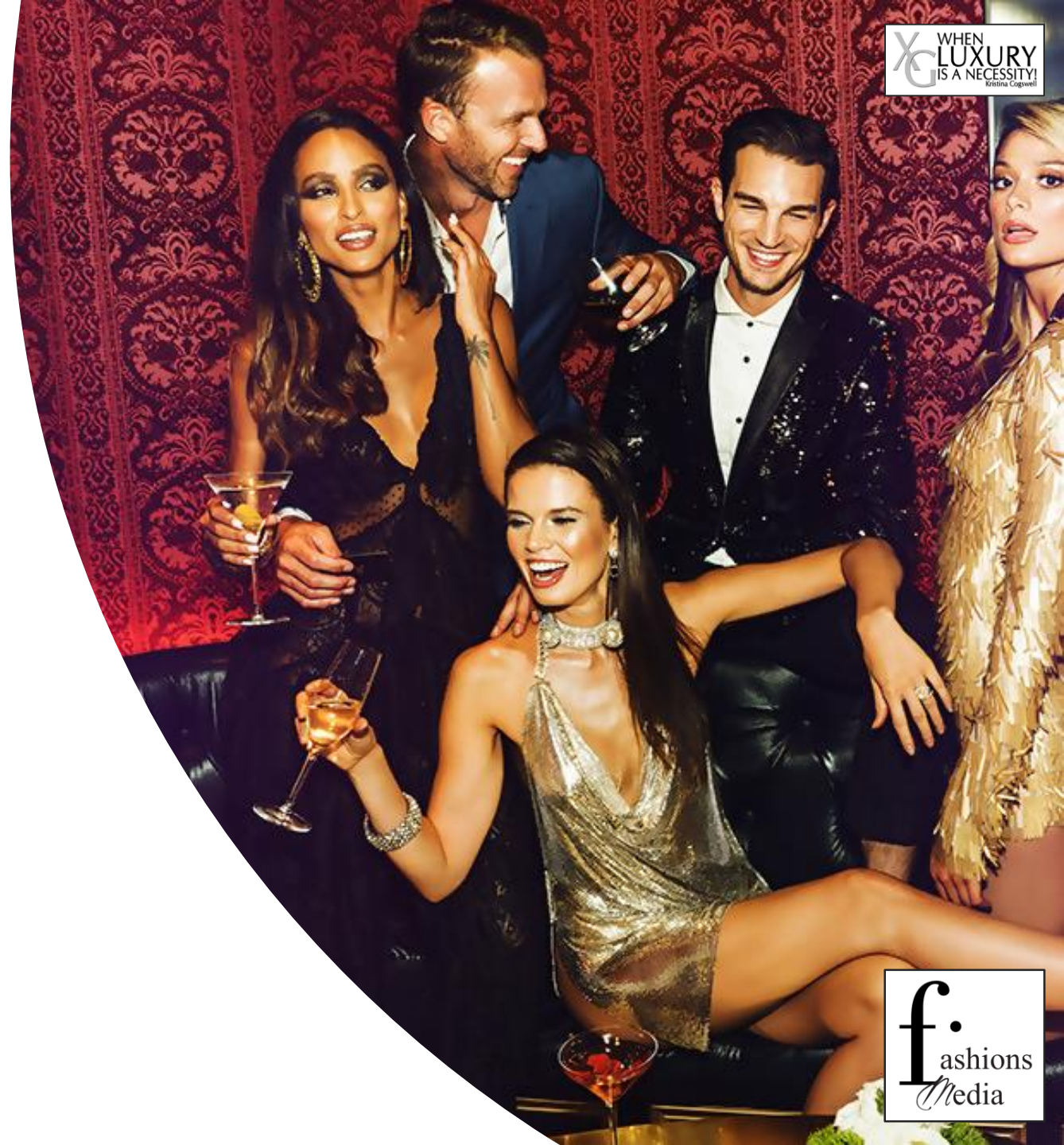
September 6, 2019

Limited Sponsorship Opportunities

- Be a part of exceptional New York Fashion Week Luxury Event held at one of New York's most iconic destinations, uber-luxe **The Playboy Club**
- ***Sponsor an evening of exceptional entertainment featuring:***
 - Private Dinner with Champagne
 - Runway Fashion Shows
 - DJ and Dancing
 - Luxury Shopping
 - Celebrity Guests to Gift
 - NYFW Red Carpet Premiere



PLAYBOY



WHEN
LUXURY
IS A NECESSITY!
Kristina Cogswell

f.
ashions
Media



WHO'S HAUTE THE WHO

- **Who's Haute - Strategic Relationship Building:**
 - **Elite Guests** – Affluents, Influentials, the top tier attending **NYFW**
 - **Sponsors** - Luxury brands beautifully presented, appealing to affluents
 - **Media** - High reach press coveted the world over attending **NYFW**
 - **Celebrities** – Stars of Film and TV, personalities known to millions
- **Who's Haute Production Team:**
 - Hospitality leader, POB, Phillipe Bondon
 - Kristina Cogswell, Fashions Media
 - Rick Galvin, The Carol Galvin Foundation dedicated to the wellbeing of women with cancer

WHO'S **HAUTE** CELEBRITY LOUNGE

Who's **Haute** is the Celebrity Gifting opportunity for
Luxury Brand Partners:

- Engage Affluents, Influentials, Celebrities one-on-one
- Encourage purchase and spur brand engagement
- Introduce luxury products to tastemakers
- Secure global Fashion Week press
- Drive social media engagement



WHO'S HAUTE

Forbes
allure
THE BEAUTY EXPERT

NEW
YORK
POST

MEDIA GUESTS

ELLE

InStyle



BAZAAR
VOGUE

NEW YORK



The Business of Fashion
BOF

fashions
Media

WHO'S HAUTE

DESIGNERS

SHOW YOUR COLLECTION

NEW YORK FASHION WEEK

RUNWAY BUY

For additional information:

Kristina@fashionsmedia.com

NY FW

NEW YORK
FASHION WEEK
THE SHOWS



WHO'S HAUTE DESIGNERS

- **The Opportunity for Designers:**
- Live runway show at prestigious New York venue made easy
- All elements – stage, lighting, press, celebrity guests - in one package
- Present collections to influentials, affluents, celebrities
- Secure global press exposure
- Drive social media engagement





WHO'S HAUTE BENEFITS

- **PHOTOS AND VIDEO**

- Branded photos with every celebrity and influencer present
- Link to photos post-event for direct download
- Professional video of your runway show (on demand)

- **CELEBRITY CONNECTIONS**

- Directly engage celebrities with one-on-one brand presentations
- Celebrities in front row for Runway Shows
- Network with the influencers who shape New York Fashion Week

WHO'S HAUTE



NYFW NEW YORK
FASHION WEEK
THE SHOWS

BENEFITS

And more benefits...

MEDIA EXPOSURE:

- Exposure to all media scheduled to attend New York Fashion Week
- **Who's Haute** outreach to Global, National and Local press
- Print and Broadcast Opportunities created during **Who's Haute**
- Video and Photos seeded with high reach online outlets

WHO'S HAUTE NYFW EXPERIENCE

Exclusive Package for Guests and Sponsors

Cachet Boutique New York Hotel

<https://cachethotels.com/boutique-newyork>

Urban oasis with three discreet outdoor gardens in NYC

THE WHO'S HAUTE PACKAGE

Two Nights - King-size Bed - Continental Breakfast

NYFW VIP INVITE

Runway Shows at the uber-luxe, private Playboy Club

Exclusive dinner for two with celebrity guests

\$800.00 per person

(based on double occupancy)



WHO'S HAUTE

SPONSORSHIP

- **TITLE SPONSOR - \$25,000**
 - Company name on all **Who's Haute** Event Marketing Materials
 - Company logo on step and repeat
 - 15 x 5-foot Product Display Space with six (6) on site representatives
 - Live Runway Show Capability (lighting, music, runway, branding, programs)
 - Individual photo opportunities with attending celebrities
 - Personalized introductions to key attending media
 - Link to all professional photos from event
 - Exclusive video of runway presentation
 - Featured placement in **Who's Haute** press release
 - Premiere placement for branding throughout event
 - Company logo on face of **Who's Haute** gift bag
 - Category Exclusivity for brands



WHO'S HAUTE SPONSORSHIP

- **PLATINUM - \$10,000**
 - Three (3) on-site representatives
 - 8 x 4-foot product display space
 - Runway Show for designers
 - Celebrity photo opportunities
 - Direct access to attending media
 - Included in **Who's Haute** Press Release
 - Product Category Exclusivity
- **GOLD - \$7,500**
 - Two (2) on site representatives
 - 8 x 4-foot product display space
 - Photo Opportunities with Celebrities
 - Direct access to attending media
 - Included in **Who's Haute** Press Release



WHO'S HAUTE SPONSORSHIP

SILVER - \$5,000

- One (1) on-site representative
- 4 x 4-foot product display space
- Celebrity photo opportunities
- Direct access to attending media
- Included in **Who's Haute** press release

GIFT BAG - \$2,500

- Product or brand/designer materials included in "swag bags"
- No (zero) on-site representatives
- Included in **Who's Haute** press release



WHO'S HAUTE



CONTACT US

Customized opportunities for designers and sponsors available based on budget and needs. Please email us to discuss.

Rick Galvin

galvinfundraiser@gmail.com