

**NEW YORK FASHION WEEK - HOTEL PLAZA  
OCT 28TH 2017**



## **Fashion Designers Application & Contract**

Collection Category: Women's  Men's  Both

Apparel Category: Evening/Formal  Bridal  Couture  Casual  Sports  Swimwear

Accessories Category: Hats  Handbags/Purses  Jewelry  Wraps/Shawls  Cosmetics

Designer Name:

Brand / Label Name:

Years Established:

Do you have Manufacturing Capabilities: Yes  No

Address:

Address:

City:  Country:

Zip Code:

Telephone:

Mobile:  Fax:

Email:

Website:

“World Fashion Parade” is a leader’s in the Global Fashion Industry. This is your exclusive opportunity to showcase your Collection to Top Fashion Executives, International Media and Buyers at an affordable cost in a prime location in the heart of New York City. You will share the runway with an amazing International group of Designers and Models.

“World Fashion Parade” will provide a world class venue for the show along with Industry Standard Models, a Production Crew; including professional Hair Stylists, Make-up Artists, Event Production Manager, Fashion Stylist, backstage team, DJ, event Host, lights, sound and Security.

Designers must provide a Cohesive Collection and any special accessories that they require to complete their look for the show.

[www.worldfashionparade.com](http://www.worldfashionparade.com)

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## Fashion Designer Packages

### BASIC: Runway Package 1: \$2500

- Show up 4 to 5 Looks
- 2 General Admission Show Tickets
- Press Night Access
- After Party Access for Designer & Guests

### BRONZE: Runway Package 2: \$4000

- Show up to 10 Looks
- 1 Page Magazine Feature
- High Resolution Photos of Collection (With Full Copyright)
- 2 General Admission Show Tickets
- Press Night Access
- After Party Access for Designer & Guests

### GOLD: Runway Package 3: \$7000

- Show up to 20 Looks
- 2 Page Magazine Spread
- High Resolution Photos of Collection (With Full Copyright)
- Video of Designer's Collection (With Full Copyright)
- 2 VIP Show Tickets
- Vendor Table
- Press Night Access
- After Party Access for Designer & Guests

### PLATINUM: Runway Package 4: \$7000

- Show up to 30 Looks
- 4 Page Magazine Spread
- High Resolution Photos of Collection (With Full Copyright)
- Video of Designer's Collection (With Full Copyright)
- 4 VIP Show Tickets
- 1 Night Hotel Accommodation
- Vendor Table
- Press Night Access
- After Party Access for Designer & Guests

### A'LA CARTE ADD-ON's

- \$1000 - Use of Designers own HOUSE MODELS
- \$1000 - Designers Unique MAKE-UP look
- \$1000 - Designers Unique HAIRSTYLE Look
- \$750 - High Resolution Photos of Collection (With Full Copyright)
- \$850 - Video of Designer's Collection (With Full Copyright)
- \$1500 - Photo shoot and 2 page Magazine Spread

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## Fashion Designer Packages

### Models

“World Fashion Parade” will supply Industry Standard Models; Female Sizes 2– 4 with a Minimum Height of 5ft 8”or taller for your collection.

Model Castings and selections will be conducted by our team prior to the event. A selection of models will be chosen for you based on your requirements.

Designers WILL NOT be allowed to bring their own models unless they have been approved in writing by the “World Fashion Parade” Team and the add-on fee has been paid prior to the show.

### Hair and Makeup

“World Fashion Parade” will use a professional team of Hair and Make-up Artists for the show. Designers will be briefed on the selected look by our Lead Hair Stylist and Lead Makeup Artist prior to the show. Designers WILL NOT be allowed to change our designated Hair and Make-up look unless an Add-On Fee has been purchased and confirmed in advance.

### Attendees

“World Fashion Parade” will invite Industry Professionals, Media, Photographers, Buyers, Fashionista’s and VIP Guests to the show. Designers are encouraged to invite their own guests to buy tickets and attend the show for maximum brand exposure.

### Marketing

“World Fashion Parade” will market all collections that appear on our runway. Your collection name and bulletins will appear on our website and Social Media pages and groups.

### Backstage Entry

Each Designer will receive 2 Backstage Passes for themselves and 1 Assistant.

No-one else will be allowed backstage access without an authorized pass. Security will be strict.

Your passes will allow you entry into the Show, Vendor Market, Press Night and The After Party.

Additional show tickets for friends and family will have to be purchased.

### Music

We have a Music Director that selects all the music for our event. If you would like to submit your own music, you may do so by August 15th 2017 latest. However, the music must be premixed and be a minimum length of 15 minutes; it must be entirely instrumental because of copyright policies. You must submit the music as an MP3 file to: [info@worldfashionparade.com](mailto:info@worldfashionparade.com) before the deadline. We cannot accept music the day of the event; No exceptions.

### Photos

There will be several Industry Photographers attending the show. “World Fashion Parade” will post all runway photos from the Show on our Social Media pages for open access to all Designers. Special Packages of High Resolution photos can be purchased at an additional cost. Hotel Reservations for pricing

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## Fashion Designer Packages

### AGREEMENT and PERMISSIONS

I AGREE to participate in the “World Fashion Parade” Show in NY on September 22nd 2017

I UNDERSTAND that my deposit payment of 50% of the registration fee is due with my application to secure my participation and is non-refundable. Final Payment must be made by July 25th 2017 to confirm my participation.

I understand that all fees paid to participate in this event are non-refundable.

I AGREE to abide by the rules and regulations of the production manager, including working with the “World Fashion Parade” Team.

I AUTHORIZE “World Fashion Parade” to take photographs and video footage of me and my collection. All audio, video and still images will be used at the discretion of “World Fashion Parade” in print, media and the promotion and marketing of the event.

I AUTHORIZE the release of said recordings and images for broadcast in print and media worldwide. I further acknowledge that I will not be compensated for my participation in this production.

I UNDERSTAND that “World Fashion Parade” is not responsible for any lost, stolen or misplaced items that may have occurred prior to, during or after the event nor at the event site. I understand that it is my responsibility to keep track of all of my personal items and I will instruct my team to do the same.

I hereby waive all rights and release “World Fashion Parade” (including its officials, employees, representatives, agents, licensees, successors, volunteers) and assigns from, and shall neither sue nor bring any proceeding against such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the Recordings/ Printed materials.

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## Fashion Designer Packages

I agree that I have read and understood the contents hereof.  
(My signature and deposit payment formalizes my participation in the “World Fashion Parade” Show)

Please sign and return to: [rajagwf@gmail.com](mailto:rajagwf@gmail.com)

I/We have read and confirm acceptance of the General Rules and Agreement for participation in the “World Fashion Parade” Show and agree to abide by the same.

DESIGNER / BRAND Name (print):

Runway Package Selected;

you can log on to our website at [www.worldfashionparade.com](http://www.worldfashionparade.com)

# Of Looks in show: Men's

Women's

A La Carte Add On:

A La Carte Add On:

Total Cost:

Title:

Authorized Signature:

Date:

**PAYMENT** Please submit your 50% Deposit with this application.  
Final Payment must be made by Oct 5th 2017

Make payment via PayPal to: [raja@worldfashionparade.com](mailto:raja@worldfashionparade.com)

All payments are Final & Non-Refundable.

[www.worldfashionparade.com](http://www.worldfashionparade.com)