Pittsburgh Fashion Week
P.O. Box 17947
Pittsburgh, PA 15235–2742

Dear Fashion Retailer and Fashion Designer Friends,

We are delighted to invite you to take advantage of an unprecedented opportunity for publicity this coming autumn at the inaugural Pittsburgh Fashion Week. Thousands of guests are expected to attend the event from Sept.27 through Oct. 3.

You are invited to apply to participate in the back-to-back runway shows on Friday, Oct. 1 and Saturday, Oct. 2, from10 a.m. to 8 p.m. each day. In keeping with the clockwork synchronicity and excitement of New York Fashion Week, the shows will commence hourly. Our format will allow 2 or 3 runway presentations per hour to provide opportunities for as many retailers and designers as possible. Demand is already high, and time-sharing also will make participating more affordable for designers and retailers.

The cost per hour block is only $600 for 10 a.m. to 4 p.m. slots and just $900 for 5 p.m. to 8 p.m. slots. The cost will be divided by the number of designers or retailers showing per slot. Please see more details on the attached fact sheet and be sure to complete the intent form to reserve your space.

Please contact marketing manager LaMont Jones if you have questions. I am looking forward to welcoming you as a part of this historic event!

Best regards,

Miyoshi Anderson

Executive Director and Founder

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FACT SHEET FOR FASHION RETAILERS AND DESIGNERS

A signed intent form (enclosed) and a $100 deposit is due by June 15. Applications without deposits will not be considered.

All applicants will be notified of a decision on their application by July 1.

Deposits will be refunded to rejected applications. There will be a reserve list of retailers and designers determined on a case-by-case basis at the discretion of PFW.

The balance for approved designers and retailers is due by Aug. 15. Those who miss the deadline will be replaced by a party on the reserve list. Deposits in these cases will not be refunded.

Retail store visits and designer samples may be required prior to a decision on an application.

Designers and retailers are responsible for booking and paying for their own models. For your convenience, PFW will provide upon request a list of endorsed modeling agencies and their discounted rates negotiated by PFW. We recommend booking the same models as others in your time slot to realize cost savings.

PFW will provide a list of hair stylists and makeup artists pre-approved by PFW. There will be no cost to designers and retailers for the services. Designers and retailers may hire retain own hair and makeup professionals, who must be cleared before show day by PFW.

Designers and retailers should arrive 45 minutes before their assigned time slot and must vacate the backstage area within 30 minutes after. Example: If your slot is 3-4 p.m., you will be admitted to the backstage area no earlier than 2:15 p.m. and must leave the area by 4:30 p.m.

PFW will provide security, backstage assistants, ushers, and front-of-house personnel at no cost. All models, hair and makeup professionals, and others who will have backstage access must be credentialed by PFW. Details on the credentialing process will be shared in August.

FACT SHEET FOR FASHION RETAILERS AND DESIGNERS, Continued....

PFW will provide sound and lighting. No later than Sept. 15, designers and retailers must supply two copies of selected runway music on CD's labeled with your name, time slot, and a cell phone number. PFW reserves the right to reject soundtracks for content deemed inappropriate.

Sound checks will be performed 15 minutes prior to the start of the time slot. Example: For a 3-4 p.m. slot, the sound check will be at 2:45 p.m.

Designers and retailers will be provided stage signage created by PFW. A logo or other graphic or lettering for signage beyond a store/designer/brand name must be submitted by Sept. 1.

Each designer/retailer will receive 4 free admissions for guests of your choice. Names must be provided in writing to PFW by Sept. 25, 2010.

There will be no tickets. All guest names will be on triple-verified lists at the door. Guests may be asked for a photo ID at check-in. Pay-at-the-door admission will be granted based on space availability.

Individual admission for each show time slot will be $10. Guests may purchase a weeklong pass for $150 that entitles holders to priority admittance to all runway shows Oct. 1 and 2, as well as the kickoff fashion show extravaganza earlier in the week, one commemorative registration goodie bag, and possibly other benefits.

Designers and retailers may provide merchandising items in sufficient quantity for inclusion in the commemorative registration goodie bag. The items must be approved by PFW. The number of bags to be distributed will be provided in advance.

Designers and retailers also may provide goodie bags or gifts for guests at their specific shows. The contents must be approved by PFW, and PFW volunteer staff will supervise gift distribution at the event in accordance with PFW protocol.

Participating designers and retailers may post or distribute only marketing materials approved or supplied by PFW if said materials include the name, essence, or logo of Pittsburgh Fashion Week.

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INTENT FORM

Applicant's name: _____

Name of designer/retail store: _____

Contact name (if different from applicant name) _____

Contact phone number _____

Contact email address: _____

Preferred show times: List your first 5 in order of preference; note that you may not be granted your top choices. Times available are 9 a.m. through 8 p.m. Friday, Oct. 1 and Sat., Oct.2. All time slots begin at the top of the hour.

OPTIONAL: Please list any stores or designers with whom you would like to share show time. Note that although requests will be strongly considered, they are not guaranteed to be honored. Every effort will be made to ensure compatibility.

I, the undersigned, verify that I am a legitimate agent representing the above-named entity. I understand that this form and the accompanying $100 deposit constitute application to present a runway presentation as an official, sanctioned event at Pittsburgh Fashion Week. I further understand that the full deposit will be refunded should the entity I represent not be selected to participate. If said entity is accepted to participate, I agree to submit the balance of payment not later than Aug.15, 2010. I understand that I will be notified of my entity's total balance by July 15 and understand that my acceptance may be revoked without return of deposit if the balance is not paid by the deadline. I agree to abide by the rules and policies of Pittsburgh Fashion Week.

_____ _____

Signature Date

_____

Name printed