

# Sunshine Coast FASHION FESTIVAL



**Partnership Prospectus 2016**

# A Celebration of Summer Fashion & Commitment to Style

## THE SUNSHINE COAST FASHION FESTIVAL

The Sunshine Coast Fashion Festival (SCFF) provides a global platform to showcase swim, resort, lifestyle, ready to wear, ethical, wearable art and couture Summer ranges.

- Established in 2008
- Recognised as one of the most prestigious events in the Australian Fashion Calendar
- Presents emerging and established labels from the Sunshine Coast, Australia and Internationally
- Relationships with international fashion industry bodies.

## SUNSHINE COAST FASHION FESTIVAL EVENTS

There are 7 core components that have been developed since 2008 to benefit designers and partners as well as other industry sectors.

1. Model Ambassador Search held in the first quarter of the calendar year
2. Sunshine Coast Design Awards & Hall of Fame highlighting and recognising the depth of talent in the region. The Awards place Sunshine Coast designers in the spotlight with awards categories including Swim, Resort, Active Wear, Ready to Wear, Indigenous, Couture, Young Designer of the Year and Hall of Fame induction.
3. Model Castings mid way through the calendar year bringing national attention to the event, models and designers
4. The Sunshine Coast Best Dressed List and Style Awards (established 2008)
5. The Trade Lounge (established 2010), held during the catwalk shows providing the opportunity to promote and showcase direct to attendees and influencers.
6. Fashion Q & A session with industry leaders
7. Catwalk shows



## KEY INFORMATION

- Partnership prospectus available December 2015.
- 5 year relationships to provide security for both the partner and the event
- Social media opportunities for partners begin December 2015
- Media opportunities begin January 2016
- Model Castings August 22, 2016
- Catwalk Shows October 22, The Events Centre, Caloundra. Queensland. Australia
- 500 + guests in attendance at group catwalk shows
- Industry, media, influencers and general public in attendance

## CONFIRMED SCHEDULE OF EVENTS 2016

Event	Date
Model Castings	August 22, 2016
Catwalk Shows	October 22, 2016
Fittings & bump (load) in	October 21, 2016 TBC
Sunshine Coast Style Awards & Best Dressed List	October 22m 2016
Sunshine Coast Design Awards & Hall of Fame	October 22, 2016
Trade Lounge	October 22, 2016
Fashion Q & A	Date & Panel TBA
Other Events	TBC



## **ON A GLOBAL STAGE**

### **The Sunshine Coast**

The Sunshine Coast is globally known as a millionaires playground. The climate, lifestyle and location are a natural fit for the final destination on the annual pilgrimage of global fashion weeks. The Sunshine Coast provides a glamorous resort style destination with private and government landing strips for private planes and helicopters, harbour side docking, the Sunshine Coast Airport and easy access to the Brisbane international airport. All of which lends itself to networking, fashion and luxury.

### **Labels not shown anywhere else in Australia**

The Sunshine Coast Fashion Festival has developed international recognition as a leader in the discovery of emerging design talent before the rest of the industry. The majority of labels will not have been showcased at any other fashion week or festival in Australia. This creates additional interest in the event and the labels and brands involved.

### **Australian Designed and Manufactured**

An increasingly high percentage of the Australian labels showing at the Sunshine Coast Fashion Festival are Australian made & designed.

### **International labels on the increase**

International brands choosing to showcase at the Sunshine Coast Fashion Festival are on the rise with an increase of 400% from 2014 to 2015.

### **Returning labels**

The Sunshine Coast Fashion Festival experiences an annual return rate of 40% of labels annually, with another 27% returning intermittently from previous years.

### **Returning Partners**

The Sunshine Coast Fashion Festival experiences a 99% return on partners and core team annually. For example:

Leons Hair since 2009	Fashion Hub Qld 2015 & 2016
Kylie's Professional since 2010	Caloundra Chamber of Commerce 2015 & 2016
Rosanna Natoli (Channel Seven) since 2010	Hot 91.1 2009 2015 & 2016
Rumba Resort 2015 & 2016	Missy Robsinson 2015 & 2016
Sunshine Coast Council 2010, 2015 & 2016	La Biosthetique since 2014
Alison Jane Communications since 2014	The Mantra Group 2015 & 2016

Each of these returning partners see the benefits of being involved with the Sunshine Coast Fashion Festival and understand the vision, with a strong desire to be a part of the future growth and have committed to a long term relationship with the SCFF.

### **Availability**

Partners have the option to join with the SCFF on a long term basis. With an increase in interested parties in the last 12 months due to exponential industry respect for the event, partnerships are limited. Proposed relationships are assessed on a first come first served basis and against brand alignment and vision criteria.

### **Social media**

Social media has enhanced the global reach of designers and partners at the Sunshine Coast Fashion Festival providing opportunity for international customers and brand awareness.

### **Global Industry Growth**

- Australian seasons are opposite the international markets and despite popular belief, are therefore, showcasing 6 months ahead of other global markets
- The Sunshine Coast Fashion Festival is now recognised as presenting more than just Swimwear (as is ubiquitous with Australia) and recognised for its transeasonal showcases
- Established Australian labels showcasing are stocked internationally, with some having begun their journey at the Sunshine Coast Fashion Festival.

- The currently weak Australian dollar makes Australian fashion and travel affordable on an international scale and in turn makes showcasing and establishing relationships for international brands affordable. This enhances global reach and networking.
- The Sunshine Coast Fashion Festival has achieved organic growth as a 'quiet achiever' and is strongly positioned for fast growth in the coming 2 – 5 years as an internationally respected brand with quality partners.

## AUDIENCE ATTENDEE STATISTICS

- 89% Female and 11% Male
  - Age range between 14 and 75+ years
    - 14-18: 2%
    - 18-24: 8%
    - 25-35: 37%
    - 35-50: 48%
    - 50+: 5%
  - Average Income \$45k-\$150k
  - 65% from Queensland
  - 35% from interstate and overseas
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- The Sunshine Coast Fashion Festival appeals and is visited by a fashion savvy community in celebration of an industry and lifestyle.
  - Attendee's are knowledgeable and aware of brand development, are understated with a keen eye for wearability, theatricality, quality, luxury and a fresh vision.
  - Attendee's are an even mix of general public, influencers, industry and media
  - Sell out Group Shows every year since 2008
  - Group Shows experience a minimum of 500 attendees per show plus media



## INVESTMENT HIGHLIGHTS

A premium platform to showcase your brand to media, influencers and a fashion and luxury savvy public. Be exposed to a new market in a proven, established event.

- **Brand alignment:** Align your brand with an established, proven luxury event in its 9<sup>th</sup> year.
- **Media:** The event achieves over \$4million in editorial coverage per year
- **Social media:** The SCFF has a designated social media strategist and a strong, active following across all social media platforms
- **Large Growing Market:** Luxury fashion industry with \$1.8BN transacted annually
- **Vision:** A focussed growth plan, with a vision to become the cult Fashion Festival of the global fashion circuit
- **Cost Effective:** Relatively inexpensive branding opportunity compared to other market solutions
- **Dedicated Team:** A collective of industry experts from the fields of fashion, PR, marketing, social media, events and photography
- **Access :** Direct access to high net worth consumers who are ready to shop and experience luxury brands!
- **Frequent audience dialogue and pre-event marketing:** through PR, advertising, social media, newsletters and day of the event support across all media channels.
- **Showcase:** your brand to media, designers, bloggers, celebrities & influencers
- **Limitless outcomes:** Promotional, branding and sampling opportunities, we work with you to get the best outcomes



## **INVESTMENT OPPORTUNITIES**

- **Event Naming Rights \$60,000 pa**

On application. Subject to non- competing sponsors and relevant brand alignment. Details to be negotiated.

- **Diamond Partner \$10,000 pa**

- (Limited to 5 partnerships)
- Your logo or 1 minute video clip on the big screen prior to the fashion show
- Your logo on promotional print material
- Marketing opportunity to place items in 200 VIP gift bags
- Marketing opportunity to place items in an additional 300 gift bags
- A digital video copy of the event
- 15 x complimentary tickets
- Your logo included on Website, Facebook & official e-news
- Facebook “Like” links
- Social Media Coverage
- PR support
- Media Coverage
- Trade space in the Trade Lounge
- VIP Bar access for you and your guests
- Sit down meeting with the SCFF PR team to ascertain how we can support you to achieve your goals within the partnership.
- Estimated value \$50,000+

- **Corporate Partnership \$8,000 pa**

- (Limited to 10 partnerships)
- Your logo on the big screen prior to the show
- Your logo on promotional print material
- Your logo included on Website, Facebook & official e-news
- VIP Bar access for you & your guests
- 10 x complimentary tickets
- Estimated value \$40,000

- **Partnership \$2000 pa**

- Your logo on promotional print material
- Your logo included on Website, Facebook & official e-news
- 5 x complimentary tickets

- **Supporter \$1000 pa**

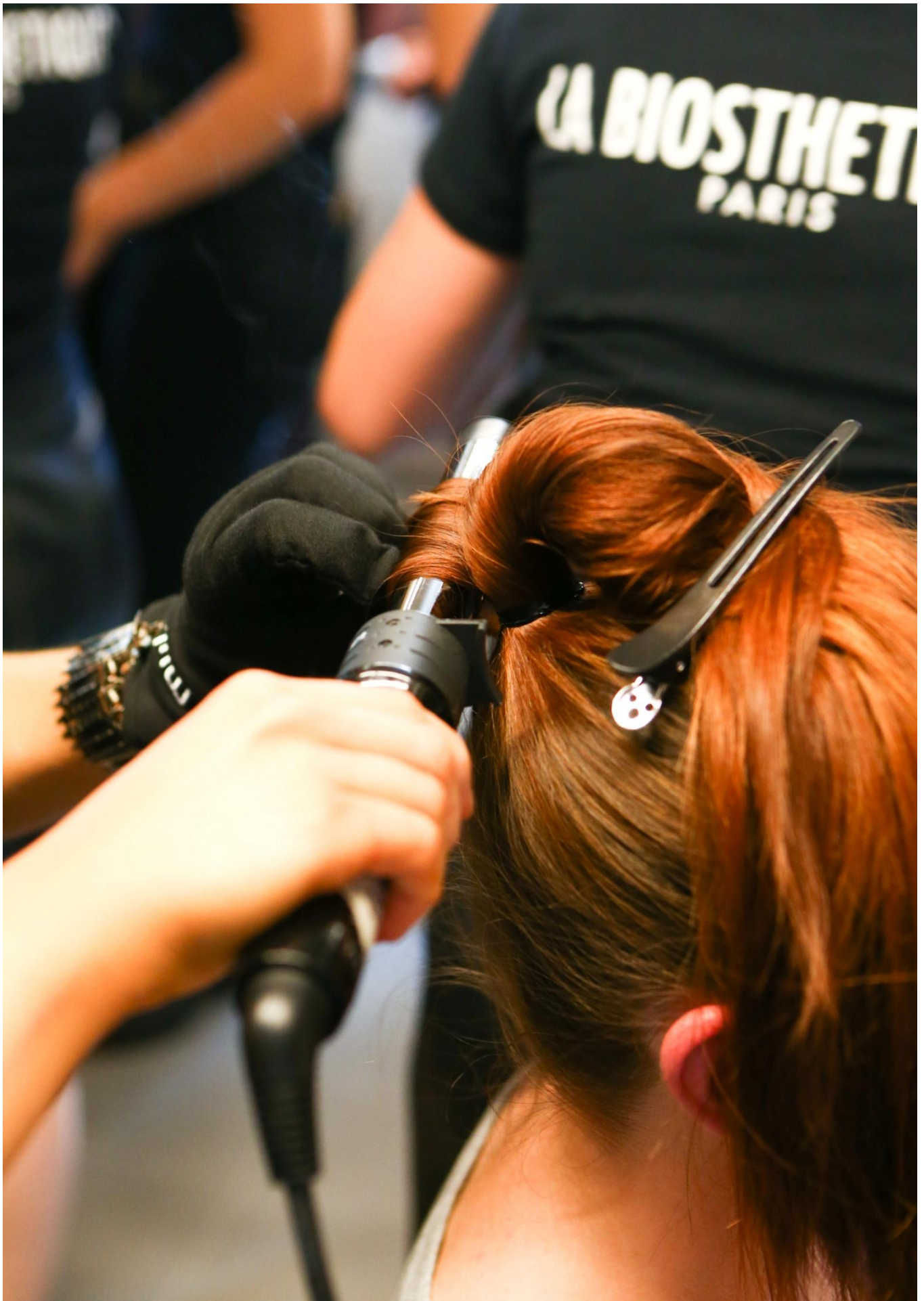
- Your business name listed on promotional print material
- Your logo included on Website, Facebook & official e-news
- 3 x complimentary tickets

- **Friends of SCFF \$500 pa**

- Inclusion in the SCFF official e-news, website and Facebook page
- Your business name listed on promotional print material
- 2 x complimentary tickets

- **Gift Bag partner**

- On application and subject to non competing sponsors and relevant brand alignment
- Logo on website and facebook page





**MEDIA**

The Sunshine Coast Fashion Festival receives in excess of 4 million dollars worth of editorial coverage from November to October every year including print, radio, social media and television.

- The Sunshine Coast Fashion Festival runs an intensive media campaign of Summer fashion and the designers and partners behind the even, including editorial and 'on trend' pieces.
- The support of our partners and models allows the Sunshine Coast Fashion Festival the versatility to showcase a greater range of brands, locations and style options.
- The Sunshine Coast Fashion Festival offers additional branding, Public Relations, Styling and Mentoring support to gain additional momentum for labels

[www.facebook.com/SunshineCoastFashionFestival/videos/](http://www.facebook.com/SunshineCoastFashionFestival/videos/)

[www.facebook.com/media/set/?set=a.928664120486877.1073741859.441121489241145&type=3](http://www.facebook.com/media/set/?set=a.928664120486877.1073741859.441121489241145&type=3)

[www.youtube.com/user/hmnifglobal/videos](http://www.youtube.com/user/hmnifglobal/videos)





## TESTIMONIALS

*"I'm delighted to see the immense growth this niche Sunshine Coast Fashion Festival has made each year since my first visit in 2010, it's the best kept secret of Australian Fashion which is worth coming back to see annually for exciting new unique labels."*

-Margaret Rushe-Farrell , Board of Directors of World Fashion Organisation, President for Australia for World Fashion Organisation (profit ventures), European Fashion Agent/Wholesaler

*"Hive Swimwear has found it to be a very rewarding experience being involved with the Sunshine Coast Fashion Festival. The SCFF has promoted the Hive label strongly across the Sunshine Coast and created a forum for new release."*

-Kat Hogg, Director Designer HIVE Swimwear (showing since 2008)

*"I wanted to take the time to thank the entire SCFF team for all the hard work that they put into the show this year. It is important for me to pass on the success that my business experiences due to all of your hard work. In the months leading into the show I had massive increases to all of my social media sites as well as the Subvert online store, this was 100% due to the marketing that is implemented leading up to the show. Sales have started off strong this year due to the Trade Hall allowing customers to purchase directly from the runway."*

-Rachel Sheehy, Designer & Founder, SUBvert (showing since 2012)

*"Showing our international labels SUNFLAIR® and OPERA® has been a huge success. Not only can we show the labels to potential buyers/consumers but we are able to build a higher awareness within the Fashion Editors. The SCFF is a great place to meet with journalists, retailers and with other designers. The professional hair and beautician team is just fabulous – the transformation of the beautiful young girls into stunning models is amazing. A special thanks goes to the organizers in fulfilling our wish to find some "older and not too skinny" models."*

- Doris Jablonsky // Sales & Marketing Australia/New Zealand, FASH'N SPLASH (Sunflair/MyOpera/Olympia/Sunmarin)

*"My experience with the SCFF Team has been extremely positive . The team was very professional and helpful in their approach ,from the first point of contact when I inquired to participate at the event through to the actual day of the Festival . As a new designer this was my first experience of the fashion world . I felt supported and guided by the whole team especially Jacinta . I felt comfortable enough to share my ideas related to the styling of my Kaftans on the ramp and my ideas were embraced . The media coverage that my company got from this event has helped my sales and has given my company a professional look. I feel proud that I was given the opportunity to participate at the SCFF. I highly recommend the SCFF team to any new designer who is looking for a start."*

- Karen C., Designer // EMBELLISHED KAFTANS

*"The annual Sunshine Coast Fashion Festival is undoubtedly the premier fashion event for the Sunshine Coast. Jacinta and SCFF team do an excellent job at running a professional event. The SCFF is a fantastic opportunity for our label, Elizabeth de Varga Exclusive Fashions, to showcase our new season range to a local fashion savvy audience."*

- Janie Budd, Marketing // ELIZABETH DE VARGA EXCLUSIVE FASHIONS

*"I would like to say thank you SCFF I have absolutely loved being the makeup partner for SCFF. It is very exciting to have seen the event growth over the years and go from strength to strength. I must say is so fantastic for our fashion industry. The support to myself my brand and the designers onboard the event is outstanding. All the extra's that are included throughout the year with marketing and editorial features are wonderful and like no other event I have been involved in."*

-Kylie Eustace, Director // KYLIE'S PROFESSIONAL MINERAL GODDESS MAKE-UP

*"The Sunshine Coast fashion festival was a great experience giving the growing Queensland fashion community an opportunity to see and appreciate Australian talent. An exciting weekend at a wonderful venue showcasing emerging and established designers. An absolute pleasure to attend and support. We look forward to next year."*

-Benjamin Ringuet// RINGUET



## **TEAM**

### **Jacinta Richmond – Event Founder & Director**

Is the Sunshine Coast Fashion Festival Founder and Creative Director. This fashion industry maven is a well respected fashion industry expert and mentor.

### **Vickii Cotter - Strategy**

Is an events expert and lecturer as well as the owner of the Noosa Jazz Festival.

### **Alison Cooper – Marketing & Social Media**

Is a social media strategist and marketing communications consultant specialising in online communications for events and purpose-driven businesses. Alison has been with the SCFF since 2014.

### **Courtnee Archer – Front of House Co-ordinator**

Has 6 years' experience as Events Co-ordinator for the Sunshine Coast Fashion Festival following graduation and is studying International Finance, contributing to the global vision of the event.

### **Natasha Bury – Back of House Co-ordinator**

Is the events manager with a 5 star Gold Coast resort and has been with the Sunshine Coast Fashion Festival in the demanding role of Backstage Co-ordinator for since 2013.

### **Kylie Eustace – Director of Make-up**

Director of Make-up and owner of cult brand Kylie's Professional Mineral Goddess Make-up, Kylie has been with the SCFF since 2010.

### **Leon Kyriacou – Hair Director**

A stalwart of Paris Fashion Week and brand ambassador for La Biosthetique, Leon has been with the SCFF since 2009 and in the role of SCFF Hair Director since 2013.

### **Paul Fletcher - Photographer**

Is a fashion photographer with over 20 years' experience in both editorial and catwalk photography and has been head photographer since 2009.

### **Missy Robinson - Stylist**

An internationally published stylist, writer, creative director and blogger with extensive experience in building relationships. Missy has been with the SCFF since 2015.

If you are interested in partnering with the Sunshine Coast's premier fashion event, contact the Sunshine Coast Fashion Festival with details about your brand and a contact telephone number. We will get back to you within 7 business days.

**Contact**

**Sunshine Coast Fashion Festival**

Email: [info@internationalfashionweek.com.au](mailto:info@internationalfashionweek.com.au)

Website: [www.sunshinecoastfashionfestival.com](http://www.sunshinecoastfashionfestival.com)

Facebook.com/SunshineCoastFashionFestival

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