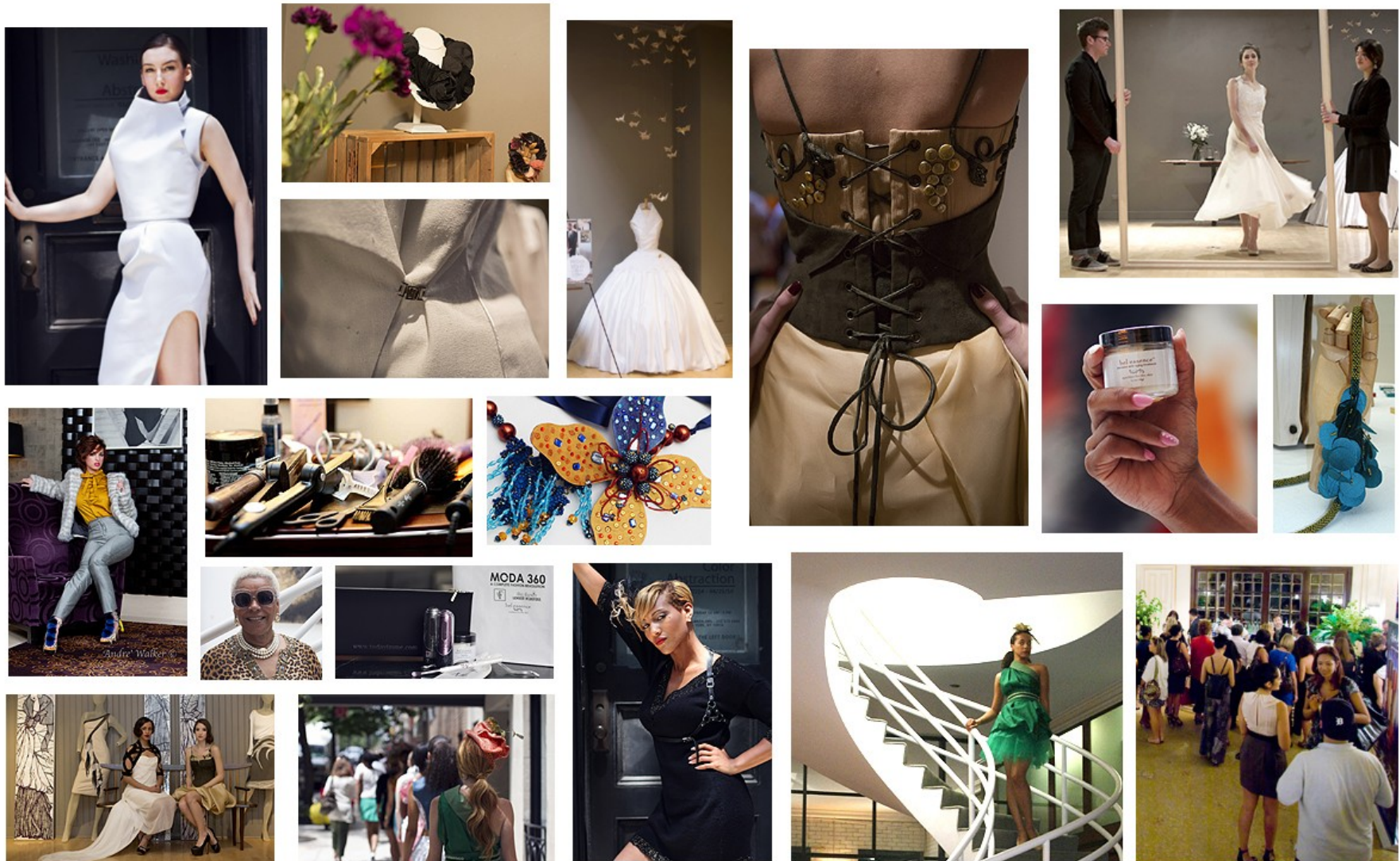


MODA 360

A COMPLETE FASHION REVOLUTION



MODA 360: THE CONCEPT

Each year thousands of new designers and artists emerge from schools and independent start ups around the world, with their eyes on fashion weeks, festivals, red carpets and trade shows to be discovered. Fashion weeks can only support a limited number of designers, with a runway show costing an average of \$60,000, and lifestyle and industry trade shows can cost \$10,000-\$15,000 with no guarantee of visibility. **Enter a new concept:**

Moda 360 is a high fashion and lifestyle event for international designers, artists and filmmakers. This ground-breaking platform combines fashion, art, design, music and video for a unique presentation of creative work. Moda 360 offers press and media compelling visuals for features, editorials, online and print media, and allows buyers and industry professionals to discover new collections of art, design and fashion. Moda 360 draws from an international arena of designers, with designers from the US, UK, Italy, Colombia, Egypt, Dubai, Hungary and others participating in the New York 2014 edition.

Moda 360 is exceptional in the cross promotion and collaboration between artists, designers and filmmakers, offering multi-media opportunities for participants to present their work. Artists and designers benefit from multiple industries attending—art, design, fashion, film—giving the participants additional avenues for exposure. Professional attendees are offered a new point of view on fashion as art, and art as lifestyle, providing a fresh interpretation of collections and giving their outlets a new perspective for their audience.

Partners and sponsors of Moda 360 enjoy a multi-faceted platform reaching a diverse market of art, fashion and film professionals as well as a public audience of fashionistas, art aficionados and film buffs, all gathered for an upscale, creative and exciting presentation. Lifestyle brands enjoy exposure to a savvy audience, well-versed in contemporary culture.

ACTIVATION PLAN:

Los Angeles: April 2015 | New York: October 2015

2016 and beyond:

Canada | France | Australia | Germany | Italy



Moda 360: NY 2014

ABOUT BEL ESPRIT AND SHOWROOM INTERNATIONAL



The showrooms provide independent fashion designers a complete, cost-effective platform to reach the global fashion industry. Designer profiles, lookbooks and high resolution photographs are available for international retailers, media and press looking for contemporary fashion for their stores, editorials, or feature articles. They facilitate business between buyers, designers and press, taking the online showroom beyond an internet display.

Showroom International displays independent collections from around the world and the Bel Esprit Showroom spotlights the ethical collections in Showroom International. The showrooms create signature events and partner with industry events around the world to give designers global exposure.

Ethical Fashion Collective Runway Show
New York Fashion Week



The showrooms focus on marketing, sales and promotional solutions for lifestyle companies that are effective in the quickly evolving global market. The out-of-the-box approach helps designers capture the attention of an ever-changing audience, creatively incorporating social media and digital techniques in marketing campaigns and promotions.



Ethical Fashion Preview
New York Fashion Week



Ethical Fashion Collective Runway Show
New York Fashion Week

SHOWROOM EVENTS

Showrooms signature events:

pop up showrooms | style socials | Arte Moda Stile, an exhibit integrating art, fashion and design

In partnership with Nolcha during New York and London Fashion Weeks:

Ethical Fashion Preview | Ethical Fashion Collective Runway Presentation
| LFW Fashion Lounge

Las Vegas Fashion Week:

Showroom Style Lounge | Arte Moda Stile at Bellagio | Ethical fashion runway show at Aureole

Style-Off competition in New York

Group exhibits and presentations at US and international trade shows

Partnerships with media outlets for designer features

Linger magazine | Eco Fashion World | Runway magazine



London Fashion Week
Window Display
Trafalgar Hotel



Fashion Runway
London Fashion Week
Trafalgar Hotel



Fashion Lounge
London Fashion Week
Trafalgar Hotel

MODA 360 PROGRAM

Live Presentation: Key pieces of fashion collections presented in a unique and artistic setting, with video backdrop, dance or choreographed runway, scheduled throughout the duration of the event.

Exhibit: Key pieces of fashion collections displayed with art, furniture, and décor for a high end exhibit of the art and lifestyle brands.

Video: International videographers create short art videos capturing fashion and design, shown throughout the event and online.

Social: Special events, galas and parties are scheduled during Moda 360 to spotlight sponsors, partners and charities.

Contests: Design, art and film contests and special recognitions of excellence are coordinated with the Moda 360 event to spotlight accomplishments of the participants.



Style Social



Style Social

AUDIENCE:

Moda 360 targets independent boutiques, specialty chains and department stores carrying contemporary and high quality fashion, art and lifestyle products for their discerning customer. Fashion, art and lifestyle bloggers, online and print magazines, as well as business journals are invited to attend, and are supplied promotional materials, images and access to participants for interviews. Moda 360 partners with media and retailers to expand coverage of the event and participants, and create in store and affiliate events that expand exposure beyond the Moda 360 signature event.

Outreach:

Moda 360 and Showroom websites: retailers and press access websites to view designer collections and for event information and registration.

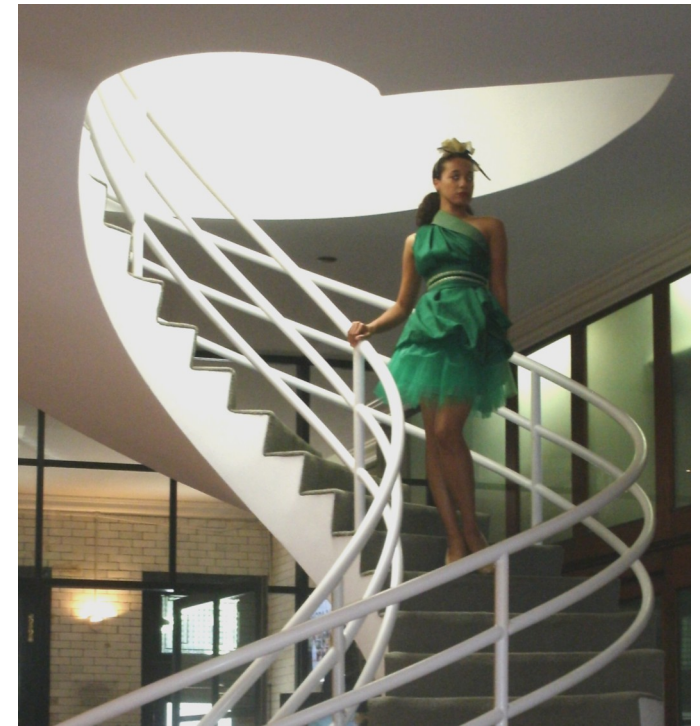
Estimated 6,000 new visits per month, and an estimated 2,000 visitors per month returning - continuously increasing

Daily visits from more than 20 countries worldwide

Email and mailing list of over 7000 retailers and press worldwide - continuously updated and increased, and targeted to the showroom members' market

Social media reach: 2+ million through partnerships, networks and affiliates

Event attendees include national and international press, regional and national retailers, and consumers



Moda 360: NY 2014

Retailers:

Nordstrom
Macys
Saks Fifth Avenue
Ron Hermann
Fred Segal
Kitson
Curve
Harrods
Harvey Nichols
Intermix
Barneys
Selfridges
Liberty UK
Neiman Marcus
Bloomingdales
Bergdorf Goodman
And more

Press:

Conde Nast (US, UK, France)
Hearst
LA Times
LA Magazine
New York Magazine
New York Times
Elle
Elle UK
Washington Post
Runway Magazine
Telegraph UK
Fashion Monitor UK
Vogue
Vanity Fair
Glamour
Marie Claire France
Deluxe Middle East
US Magazine
And more

IMPACT:

The success of Moda 360 International will be achieved by establishing a stand alone brand accompanied by an aggressive social media campaign launching December 2014. International awareness will be achieved in part by the efforts of our partners, affiliates and sponsors.

Nominations for the Moda 360 International Committee will accepted through December 31, 2014.

"Press, media, buyers and fashionistas were treated to an exceptional expression of art as fashion and the art of fashion that did not disappoint. " Meade Magazine

"Linger Magazine is a proud media partner of Moda360. Moda360 is such a gem of a fashion event, as it creatively unifies art, fashion and video in such a way that provides emerging designers and artists the most artfully interactive platform that is a missing, yet much needed, element in the fashion industry. It is a joy to partner with an event whose mission mirrors our very own." **Tiffany Tate, Founder/Editor-in-Chief of Linger Magazine**

Sponsor snapshot:

bel essence

nutrition for the skin



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New York Style-Off Competition