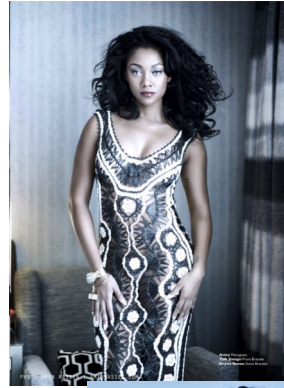


MODA 360

A COMPLETE FASHION REVOLUTION



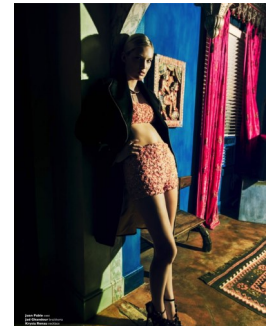
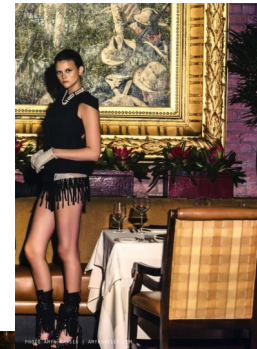
TANK DRESS & PANTS: JUAN PABLO MARTINEZ
 EARRINGS: TINEE
 MULES: NINE WEST
 V.P.



V.P.



JUAN PABLO MARTINEZ
 TUXEDO JACKET
 VIVIANE KELLY



POUCHO & PANTS: JUAN PABLO MARTINEZ
 EARRINGS: VIVIANE KELLY
 BOOTS: V.P.



BRIA MURPHY'S
 HOLLYWOOD



WATER & POWER
 FEATURING DESIGNER: MARISSA

PHOTOGRAPHER: VINCE TARDIA
 CREATIVE DIRECTOR: STACY FALICKI
 HAIR: ANNA VAUGHN



SHIRT & SKIRT: JUAN PABLO MARTINEZ
 JARNEE: JUAN PABLO MARTINEZ
 EARRINGS: VIVIANE KELLY
 MULES: NINE WEST
 V.P.



Featured editorials of MODA 360

MODA 360

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ABOUT

Launched in 2014, Moda 360 is a ground-breaking platform combining fashion, art, music and video for a unique presentation of creative work. Hosted by the New Mart, the event takes place in a 20,000 sq. ft. (1850 sq. m.) space in the heart of downtown Los Angeles. Fashion, Art and Film have become intertwined in current culture, with each medium influencing others. Moda 360 recognizes this cross-influence as a powerful means to promote creative work.

All participants benefit from a gathering of professionals across three creative industries for maximum cross-marketing and promotional opportunities. Moda 360 gives all participants the opportunity to network with professionals from creative industries they might not otherwise meet and provides opportunities for professional collaboration to further their business outreach.

FASHION DESIGNERS, ARTISTS, FILMMAKERS, SPONSORS AND PARTNERS connect with buyers, galleries, art aficionados, industry professionals, press and public through creative exhibits, runway presentations, live events and social media, and year-round promotion and support. Moda 360 2017 will mark the fourth edition of the event. Each year has expanded the events offerings to participants and attendees, and the event's reach and exposure. The event is built on the concept of invention, creativity and collaboration, always exploring new ways to present creative work and engage the growing live and online audience.

FASHION, ART AND FILM PROFESSIONALS AND MEDIA discover new talent from around the world and enjoy a unique presentation of creative work. Live events, seminars and panel discussions add another dimension to the experience and allow attendees to explore the ideas and creativity behind the work.



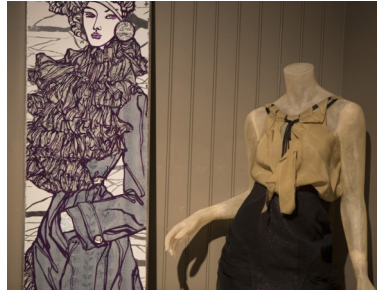
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ART AND FASHION EXHIBITS

Exhibits at Moda 360 go beyond the traditional product-on-a-rack at a trade show. Designers and artists present their work in a creative setting that expresses the concept and artistry of the brand, giving them a custom editorial for individual marketing and professional outreach. Our event designer, Silver Birches, works with exhibitors to build an attractive, innovative display.

The exhibits at Moda 360 give attendees a memorable presentation of brands, and unique content for ongoing promotion and marketing for participants. Art exhibits allow artists to enhance their concept and expression, stepping beyond the traditional gallery presentations. Exhibits are professionally photographed and photos and videos are provided freely to media for publication.



RUNWAY PRESENTATIONS

Runway presentations at Moda 360 are highly creative events centered on a theme expressed in the fashion, make up, hair and runway set design.

Set design for runway presentations is provided by Silver Birches, a premier event planning company known for their work for the Grammy Awards, major studio film premieres, and national and international corporate events.



Runway presentations are taped and photographed by professional photographers and videographers provided by Moda 360. The visuals of the runways are available to all participants for use in their individual promotion, and provided freely to media outlets covering the event as well as distributed widely on social media and Moda 360 networks.. Moda 360 also welcomes photographers and videographers from media outlets attending the event.

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SEMINARS AND WORKSHOPS



ETHICAL FASHION: THE GLOBAL MOVEMENT AND WHY IT MATTERS

Moda 360 brings thoughtful and insightful seminars, panel discussions and workshops to industry professionals and public. Discussions are scheduled on wide ranging topics of interest to both the business of art, fashion and film as well as the end consumer.

Moda 360 2016 brought lively discussions from international ethical designers on the importance of the global movement towards environmentally sound and socially just fashion. Karen Randal, former Director of Business Creation and Retention for the City of Philadelphia spoke on the resurgence of local and artisanal manufacturing and her work to grow the City's Maker Movement. Amy Roiland, CEO of FashionTap, gave a presentation of the new fashion social app, and

artists from the US and UK discussed the inspiration for their work and their artistic and social statements. The seminars are recorded for The New Mart podcast.

Topics currently proposed for Moda 360:

21st Century Media: A panel discussion of the issues, challenges and benefits the digital age presents to both corporate media outlets and emerging and independent outlets

A Model View: Moda 360 brings a one-woman show to the event, sharing anecdotes and stories from the print and runway world of the 1970's and 1980's for an inside look at the heyday of fashion.

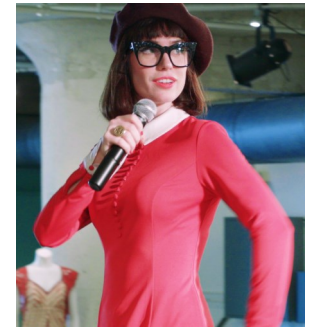


THE ARTISTS' VIEW: THE INSPIRATION FOR THE CONTEMPORARY ART WORLD

Filmmakers present: Filmmakers talk about their short films, the background, process and the finished work. Already scheduled is a film short officially selected for the Marché du Cannes at the Cannes Film Festival.

The Artists Voice: A panel discussion by the artists of Moda 360 presenting the inspiration, process and message behind the work.

Alternative Financing: A seminar on small business financing that offers non-traditional loans and access to capital



A PRESENTATION OF FASHION TAP: FASHION'S NEW APP FOR INDUSTRY BUSINESS AND CONNECTION



THE MAKER MOVEMENT: THE RENAISSANCE OF LOCAL AND ARTISANAL MANUFACTURING

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SPECIAL EVENTS AND PRESENTATIONS



Moda 360: 2016 enjoyed special events created by the participating artists and designers. Artists Andrea Bogdan and Justin Bolton live painted, completing works during the event. Ethical fashion designers from the UK created a “Best of Britain” display, and opened

Moda 360 with a reception sponsored by their exhibit. The Jazz Garden runway show concept Linger Magazine envisioned brought celebrity hair stylists Kim Kimble and Jonathan Antin to Moda, preparing the 1920’s hair styles (with a modern twist) for the runway. Moda 360 was featured on a recent episode of LA Hair.



In celebration of the 50th anniversary of the Los Angeles Zoo and Botanical Gardens,

Moda 360 2017

will feature a special runway event highlighting the Zoo’s international conservation programs, protecting the wildlife and habitats of endangered species on virtually every continent. Artists and designers will create runway looks that express the species or habitats the L.A. Zoo works to protect and preserve. The designs will be presented in a special, sustainable runway show.

In November 2016, the Los Angeles Zoo and Botanical Gardens marks its 50th anniversary with a "ZooLABration" of its November 28, 1966, opening that spotlights not only its key role as a world-class destination and an important community asset but also its critical successes in conservation, quality of life and premier care for animals. The landmark Los Angeles Zoo and Botanical Gardens, drawing nearly 1.8 million visitors each year, is home to a diverse collection of 1,100 animals representing 250 different species, many of which are rare or endangered, as well as a botanical collection comprising over 800 different plant species with approximately 7,000 individual plants. Accredited by the Association of Zoos and Aquariums (AZA), whose members meet rigorous professional standards for animal welfare, the Zoo has achieved renown as an international leader in the preservation of endangered species and a conservation center for the care and study of wildlife.



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EVENT OUTREACH

The reach of Moda 360 is international, extending the event to artists, designers, professionals, press, buyers and media around the world. Although the scope is global, Moda 360 recognizes the significance of the host city and includes the Downtown community.

The Moda 360 live event takes place during Majors Market Week at The New Mart in Downtown LA in April. Majors Market Week brings retailers from major department and chain stores in town for fashion buying, and Moda 360 offers a unique platform for these influential buyers to experience international fashion. The DTLA art and fashion community, including artists, designers, art and fashion professionals, local media and galleries are invited to participate and attend, bringing local culture and business to the event.

Moda 360 reaches an audience of **850,000+ subscribed and network contacts**. The event continues outreach and promotion of participants year round, which brings a continuously growing audience.

2016 pre-event promotion generated **120,000+ impressions through website and social media connection**. This outreach was further extended by media partners, sponsors, participants and event host, The New Mart.

Outreach and promotion continues year round with post event follow up generating an average of **10,000+ social media impressions monthly (extended further by media partners, sponsors, participants and host, The New Mart)**, expanding continuously. Moda 360 partners, sponsors and host extend this reach further.

Event press releases averaged **120,000+ impressions**.



The success of Moda 360 is achieved by establishing a stand alone brand accompanied by aggressive publicity and social media campaigns, before, during and after the event, growing national and international awareness.

“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 Moda 360. Moda 360 is such a gem of a fashion event, as it creatively unifies art, fashion and video in such a way that it 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, Editor-In-Chief of Linger Magazine**