



Real Local...
Economic Development Forum
For Retail and Wholesale Apparel Designers and Product Developers

Inventing New Possibilities for your life

Produced by Skylier Wear



5 Series Holiday Shopping Spree Event

“Ignite your Possibilities”

If you are interested in showcasing with us during this holiday season,
Come and share your experience and sell with us.

For more information please contact us at:

Skylier@skylierwear.com

www.skylierwear.com

(510) 919-6644

Each event will feature up to 20 exhibiting designers, who are also offered this promotional platform to showcase their innovative products to the very retailers who may choose to carry their collections. Participating designers may include fashion and accessory designers, producers of eco-friendly gifts and products, developers of organic and beauty products, and visual artists. Skylier Wear encourages participating designers to sell their products during these events to stimulate their future opportunities by generating sales.

The Skylier Wear Economic Development Forum is hosting its first annual 5 Series Holiday Events followed by a Fashion Show Gala. We will select participating designers to join us in this exclusive extraordinary Gala in the City of Oakland.

The Events will be hosted on Saturday from 12:00pm – 4:00pm at the KIA Building, 2801 Broadway, Oakland, California, a wonderful spacious location on Broadway Auto Row. There are a total of 5 separate Events. The Designers must consider selecting according to the following themed Event that best fit their product:

20 VENDORS PER EACH EVENT

September 5, 2009

- *“Beauty Parlour”* is a fun Make-up day recognizing and appreciating Beautiful Women. It is a day for pampering and preparing for our Holiday Shopping Spree Series. You will have a wonderful experience selecting and purchasing the make-up of your choice.

September 19, 2009

- *“Designer Show Case”* is offering 20 new emerging designers to sell their products during these Holiday Shopping Spree Events, plus to stimulate their market in the community and create possibilities for future opportunities.

October 10, 2009

- *“Eco-Friendly Event”* we want to encourage our Eco-Friendly designers to utilize the Holiday Shopping Spree Event experience as an opportunity to educate and share their products with the communities.

October 24, 2009

- *“Modeling Sector etc., Stylists and Photographers”* Fun! Fun! Fun! This is the Event you do not want to **MISS!** Modeling Agents/Schools/Event Producers, Stylists, and Photographers bring your best game. This is your time to be competitive, edgy, and innovative. Remember, the best of each category (modeling agents/schools/event producers, stylists, and photographers) will be considered for the *Fashion Show Gala* in December! Utilize this as an opportunity to network, mingle and get connected. Meet everyone, Holla!

November 21, 2009

- *“Designer Holiday Event”* This is an exclusive upscale extraordinaire Event featuring the top local Oakland/Bay Area Designers bringing unseen styles and setting new trends in our communities. Experience a buyer’s bargain of timeless and wonderful pieces just in time for the Holidays! Last minute gifts, “Come Here”!!!!

Designer's booth for each event: \$125.00 (included 1 table, 2 chairs and a white linen cloth).
Marketing and Sales: We encourage you to utilize this opportunity to ignite and create new possibilities to maximum and generate your sales.

December – Fashion & Art after School Program - *Fashion Show Gala* (Fund-raiser Gala for Oakland Bay Area Fashion & Art after School Programs)

- *Only Designers who have participated in the Events listed above (make-up artists, designers, photographers, modeling agents and event producers) will be considered from the 5 Series Holiday Shopping Spree Events to participate in the **Fashion & Art after School Program - Fashion Show Gala.***

PLEASE NOTE

TIME SENSITIVE ENTRY TO PARTICIPATE

UPON RECEIPT OF APPLICATIONS ALL ENTRIES WILL BE CONSIDERED AND PROCESSED

WITHIN 72 HOURS

PLEASE CONTACT US FOR A VENDOR PACKAGE

SKYLIER@SKYLIERWEAR.COM

NO REFUND EXCEPT IF SHOW IS CANCELLED

For questions or additional information contact
SWC Group at skylier@skylierwear.com

The Skylier Wear Economic Development Forum
5 Series Holiday Shopping Spree
Sponsorship Application

Please print the following application and return to skylier@skylierwear.com or fax to (510) 663-1716.
For questions or additional information contact SWC Group at (510) 919-6644.

Organization/Sponsor Name: _____

Collection _____

Contact Name: _____ URL: _____

Address: _____

City: _____ State: _____ Zip code: _____

Email: _____ Phone: _____

Sponsorship Level (Select One)

The 5 Series Events ONLY (not the Fashion Show)

- \$1,000 Sponsorships will be featured in 3 events of your choice and 3 Eco-Friendly bags.
- \$500 Sponsorships will be featured in 2 events of your choice and 2 Eco-Friendly bags.
- \$250 Sponsorships will be featured in 1 event of your choice and 1 Eco-Friendly bag.
- Monetary donations \$75.00 or more are openly accepted _____

A La Carte Corporate Sponsorship

\$1,500 The A La Carte Sponsorship is a special corporate sponsorship for the Oakland/Bay Area Fashion and Art After School Programs. A percentage of the sponsorship will be donated to 5 schools in the Oakland Bay Area. The Corporate Sponsorship package includes:

- exposure to a new generation of retailer and wholesalers providing education and developing skills for emerging talent in the fashion industry in our communities;
- website promotion and marketing;
- 1 table; and
- 2 Eco-Friendly bags.

Payment Information

The Skylier Wear Economic Development Forum

Enclosed is my check made payable to:

Skylier Wear

Attn: 5 Series Holiday Shopping Spree

912 Peralta Street, Oakland, California 94607
