

Men's fashion and accessories in St. Louis has grown exponentially as of late. You are invited to participate in the Dappermen, an event created by Brainchild Events in partnership with Wheelhouse held on November 17, 2017.

Dappermen is a holiday market that will feature new and up and coming local businesses who cater to the men of St. Louis. The holiday market seeks to support the creativity, innovation and artistry of new businesses by giving them the exposure they need to take their products from counters to new potential customers.

Participants will be invited to showcase their products at the November's event and will be given exclusive invitation for the next Gent! St. Louis Men's Designer Showcase pop up shops.

### **What is Gent?**

Gent! St. Louis Men's Designer Showcase has gone on to create a buzz for the Midwest Men's Fashion community. The audience includes fashion designers, artists, shoppers, media, students and supporters of the St. Louis Fashion scene. Local, regional and national designers showcase their designs on the Gent! Runway, followed by a Pop Up Men's Boutique and a Barber Battle. Past designers have been Casanova (NYC), Shan Keith (STL), Paulie Gibson (STL) and Skif International (STL)

"Becoming partners with MAX Magazine and expanding Gent! to three days is the first step into creating a Men's Fashion Week here in the Midwest. In 2018, our goal is to produce 4 days including 2 runway shows", says event founder and producer Dwight Carter.

"Major fashion markets such as LA and London started dedicating a week of men's fashion in 2012. Additionally, New York, Milan and Vancouver have all started their own Men's Fashion Week events. It's going to take a couple of years but I would like St. Louis to be included to this list," Dwight Carter said. Carter spent years working in events and PR, while also managing bands and working in the music industry. Along the way, he became connected to the fashion scene, working to help create fashion the fashion scene in St. Louis.

### **Become a vendor at Dappermen.**

Dappermen vendor agrees to pay for booth space by the Monday Nov. 13. Moreover, the Producer provides lighting, table space and electricity and Vendor agrees to load in at set time given by Brainchild Events and Wheelhouse.

Thank you very much and we look forward to hearing from you,