AFTER DARK
NEUVELLE
SUSTAINABLE FASHION ART MUSIC FOOD

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Magpies & Peacocks, Non-Pro Fashion Design House, is on the move and back in force with its annual fundraiser After Dark 2023: Neuvelle Edition. (AD2023). Twelve years strong – transforming 195+ tons of waste textiles into new products and providing work opportunity training for underserved communities! Join our tribe for our first big fundraiser in our brand new EaDo Sustainability Incubator Hub as we showcase our expanded retail, training, production, event space and of course the donation bar. Our annual fundraiser supports our life changing programs such as our MAKR Collective workforce development program for survivors of trauma and our newly launched incubator program as we open new doors to underserved community training opportunities.

Neuvelle – Here’s To Our New Home! After 7 great years in our current space in historic and happening EaDo, we are moving a block away where we will anchor a remodeled 1927 building along the bike trail. We will keep all the warehouse vibes you all know and love, but will gain some much needed modern amenities (yes AC finally!), and more importantly an opportunity to scale our impact within the community. As we make this bold move, we invite you to become a sponsor for After Dark 2023 and be part of our new innovative community incubator hub.

After Dark | Neuvelle Edition
Help us raise the roof on a new chapter in our new building – with an exclusive night of Sustainable Fashion, Fun, Art, Music, Food, Drink & Fundraising – for People & Planet!

What: Magpies & Peacocks After Dark 2023: Neuvelle Edition – Duelling DJs headed up by Flash Gordon Parks, Eco Fashion Show, Shopping, Silent / Live Auctions and some very special guests!

When: November 11, 2023, 7-10pm
Where: Magpies & Peacocks, 815 St. Charles Street, Houston TX 77003

Honoree: R’Bonney Gabriel, Reigning Miss Universe
Chairs: Carrie Brandsberg-Dahl and Chris Goins
TITLE SPONSOR 20K (ONE AVAILABLE)
- 12 guests for Kick-Off Party
- 12 guests for VIP Pre-Cocktail Party
- 12 guests for AD2023: Lounge section(s) at the end of the runway
- Bottle service for the lounge section
- Logo recognition on all marketing material for AD2023
- Logo recognition on event site
- Named as a presenting sponsor in the press release
- Sundays With Style Membership for 12
- 1st access to shop AD2023 collection direct from the runway

PLATINUM SPONSOR 15K (ONE AVAILABLE)
- 10 guests for Kick-Off Party
- 10 guests for VIP Pre-Cocktail Party
- 10 guests for AD2023: Lounge section(s) at the front of the runway
- Bottle service for the lounge section
- Logo recognition on all marketing material for AD2023
- Logo recognition on AD2023 event site
- Named as a sponsor in the press release
- Sundays With Style Membership for 10
- 1st access to shop AD2023 collection direct from the runway

GOLD SPONSOR 10K (TWO AVAILABLE)
- 8 guests for Kick-Off Party
- 8 guests for VIP Pre-Cocktail Party
- 8 guests for AD2023 front-row seats
- Logo recognition on all marketing material for AD2023
- Logo recognition on AD2023 event site
- Sundays With Style Membership for 8
- 1st access to shop AD2023 collection direct from the runway

SILVER SPONSOR 5K (TWO AVAILABLE)
- 6 guests for Kick-Off Party
- 6 guests for VIP Pre-Cocktail Party
- 6 guests for AD2023 front-row seats
- Logo recognition on all marketing material for AD2023
- Logo recognition on AD2023 event site
- Sundays With Style Membership for 6
- 1st access to shop AD2023 collection direct from the runway

BRONZE SPONSOR 2.5K
- 4 guests for Kick-Off Party
- 4 guests for VIP Pre-Cocktail Party
- 4 guests for AD2023 front-row seats
- Logo recognition on all marketing material for AD2023
- Logo recognition on AD2023 event site
- Sundays With Style Membership for 4
- 1st access to shop AD2023 collection direct from the runway

Funds raised at After Dark 2023 will help support Magpies & Peacocks essential Social and Environmental programming – collecting and repurposing textile waste to create into new products, and training survivors of trauma (including human trafficking, domestic violence and homelessness) in garment making and workforce readiness.
Join us and our partners - and let your voice be heard

What's in it for you as our partners?
Our audience: An invited Audience of 250 guests. Demographic: Gen Z through Boomers of all ethnicities, identifications and abilities. Fully inclusive, fully accessible. All passionate about people and planet. Position yourself as a thought leader in your industry, share your innovative solution, build awareness, or nurture more collaborative pipeline relationships with a committed, curious, passionate and active sustainable audience.

Past Support: We are a small but mighty non-profit and have been grateful to have garnered phenomenal support through past grants + sponsorships from brands such as Gucci, Afterpay, Patagonia, Love Beauty Planet, to the Houston Arts Alliance, Faust Distributing and The Farrell Family Foundation just to name a few – along with special partnerships with the NFL and the NCAA. We couldn’t do what we do for people and planet without your support and would love to invite you to become a sponsor with us today.

- More than 50% of these consumers are ready to change their shopping habits to reduce the negative impact on the environment
- 80% of consumers in the US think it is important that a brand is sustainable or eco-friendly
- 70% of consumers in the US want to know the origin of the products they buy

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People, Planet, Purpose – Our Social / Environmental / Economic EcoSystem

- **PEOPLE** (fair wages / garment worker treatment / diversity / equality / outreach) – addressing systemic industry social impact via underserved workforce development and readiness training in garment construction, warehouse management, retail, café and expanding to operations and events. Aiming for a Full circle holistic approach to community outreach.
- **PLANET** (impact measurability / resource efficiency / circularity / responsible consumption / carbon footprint / water / emissions / offsets / waste diversion tonnage) – addressing industry environmental impact and ecological footprint via collecting, diverting and reusing textile waste, using that raw material as a sole source for production and training. Acting as a community drop off center for used textiles. Addressing what the future looks like to mitigate those systemic issues at scale.
- **PURPOSE** (fiscal sustainability / replicability / scalability) – leveraging income diversity (products/grants/donations/partnerships) into economic impact, social value, regenerative communities, building back local and direct community impact.

Reduce / Reuse / Recycle is a necessary common thread. Reduce means to minimize the amount of waste we create as a population. Reuse refers to using items more than once, including Repairing to extend product lifecycle. Recycle means putting a product to a new use instead of throwing it away, our focus being creating the highest and best reuse of material – raising its value (i.e: up-cycle). Rethink is about considering how our actions affect the environment. Through the lens of circularity this means diverting waste from landfill / up-cycling waste material into new products / using fair labor to produce / shipping with carbon neutrality / taking existing materials back again for repair / reuse.

*In accordance with the Global Goals for Sustainable Development Magpies & Peacocks has adopted goals including 8 and 12 as part of our ongoing mission.*

It has become increasingly obvious to us as an organization that building the right environment for social change and inclusion takes a company culture dedicated to it at every level – not relying on decisions to be made for us, but by us. Choosing to do right for people and planet is seldom the easy path, but it is the right one and it’s one that we whole heartedly stand by every day.

In accordance with the Global Goals for Sustainable Development Magpies & Peacocks adopted goals 8 and 12 as part of our ongoing mission.

MAGPIES & PEACOCKS
NONPROFIT DESIGN HOUSE 501(C)3

In accordance with the Global Goals for Sustainable Development Magpies & Peacocks acted as a firm reminder that not only is sustainability important for our future as a planet, it by no means requires a compromise on originality, style or quality.

MOLLY CODYRE, FASHION SCOUT, LFW AW19

‘Creators & Innovators’ Video produced by Houston First Corporation

MAGPIES & PEACOCKS short film – Interruption. Winner of Three Telly Awards


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The global garment industry is responsible for some of the planet’s largest environmental and social injustices – not least of which is its enormous impact on the lives of its exploited workforce. Rebuilding an industry that will care about People and Planet before Profit, is essential to its rebirth – and doing so at a community level is paramount.

- The fashion industry is one of the planet’s largest polluters after the oil industry
- $100 billion of usable textiles lost to landfill every year
- We consume 80 billion pieces of clothing each year. This is up 400% from two decades ago
- We currently only recycle 15% of donated clothing
- 85% or US $100 Billion of usable textiles end up in landfills or is sold back to developing countries, killing their local economies
- One-in-six people work in the global fashion industry. The majority are women earning less than $3 per day, in deplorable conditions. Many are children
- It takes 715 gallons of water to make just one t-shirt - that's about the amount of water an average person drinks over two and a half years
- The fashion industry contributes more in CO2 than shipping and aviation combined

Magpies & Peacocks, Inc. is the nation’s only 501(c)3 non-profit design house dedicated to the collection and sustainable reuse of post-consumer clothing, scrap textiles, and accessories diverted from landfill – in order to disrupt the cycle of waste in the fashion industry and mitigate its enormous environmental and social impact.
For press, interviews and sponsorship opportunities please contact
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