



Let's Talk Fashion Virginia
206 Stonemill Drive
Lynchburg, Virginia 24502
www.letstalkfashionva.com
434-288-0929
hello@letstalkfashionva.com

Dear Fashion Retailer & Fashion Designer Friends,

Let's Talk Fashion Virginia is elated to host the first annual Central Virginia Fashion Week in the autumn of this year. Many in the Central Virginia area are expected to attend the event from September 11, 2017 through September 16, 2017.

With this, you are invited to be a participant in the respective shows throughout Central Virginia Fashion Week. In keeping with the synchronicity and excitement of New York Fashion Week, our format will provide opportunities to showcase the diversity of retailers and designers in the Central Virginia area.

There is no cost to have a collection of your items featured in a show during Central Virginia Fashion Week. However, if you are interested in taking advantage of the excitement of Central Virginia Fashion Week, please request more information in regards to the available vendor and/or sponsorship opportunities via email to hello@letstalkfashionva.com.

Please see the list of FAQ'S attached and be sure to complete the *CVFW Form of Intent* to reserve your space. We're excited for the first annual Central Virginia Fashion Week 2017 and look forward to your partnering with us! Should you have any additional questions, please do not hesitate to contact us via reply email or give us a call at 434-288-0929. We look forward to welcoming you as part of this historic event!

Kind Regards ,

Victoria Watts

Executive Director, *Let's Talk Fashion Virginia*

Let's Talk Fashion
VIRGINIA



FAQs Fact Sheet for Fashion Retailers & Fashion Designers

- A signed *CVFW Form of Intent* (enclosed) and \$30 security deposit must be submitted prior to acceptance for Central Virginia Fashion Week - the security deposit will be returned to you upon your arrival and set-up for CVFW.
- Collections presented for Central Virginia Fashion Week are many, but also limited. There will be a reserve list of retailers and designers to be utilized by CVFW should a reservation be forfeited prior to the event.
- Retail store visits and designers samples may be required prior to acceptance of a *CVFW Form of Intent*.
- Let's Talk Fashion Virginia will provide models, model hairstyling, and model makeup services for CVFW - there will be no cost to retailers and designers for these services; retailers and designers may provide their own models at the discretion and approval of Let's Talk Fashion Virginia.
- Retailers and Designers should arrive no later than one (1) hour prior to timed start of the show and must vacate the backstage area within 30 minutes after the show closes.
- Let's Talk Fashion Virginia will provide ushers and host personnel at no additional cost. All models, hair, and makeup professionals who will have backstage access must be approved by Let's Talk Fashion Virginia.
- Retailers and designers must submit for approval, if applicable, the intended list of runway music for their collection no later than August 25, 2017. Let's Talk Fashion Virginia reserves the right to reject soundtracks for content deemed inappropriate.
- Pay-at-the-door individual admission for each show will be \$10 granted upon space availability.
- Retailers and designers may provide merchandising items in sufficient quantity for inclusion in the commemorative VIP Swag Bags. The items must be approved by Let's Talk Fashion Virginia. The number of bags to be distributed will be provided in advance.
- Retailers and designers may contribute to general attendance swag for the night of their show. The contents must be approved by Let's Talk Fashion Virginia, and Let's Talk Fashion Virginia volunteer staff will supervise swag distribution in accordance to Let's Talk Fashion Virginia protocol.
- Let's Talk Fashion Virginia will provide general advertising of Central Virginia Fashion Week as a whole. It is suggested that retailers and designers take advantage of sponsorship opportunities for the growth and attendance of their respective show.
- Participating retailers and designers may utilize and/or distribute only marketing materials approved or supplied by Let's Talk Fashion Virginia if said materials include the name, essence, or logo of Central Virginia Fashion Week.

Let's Talk Fashion
VIRGINIA



CVFW Form of Intent

Applicant's Name: _____ Date of Submission: _____

Retail Establishment/Designer Brand Name: _____

Contact Name (if different from Applicant): _____

Contact Phone Number: _____ Contact Email Address: _____

(Optional) Please list any retailers and/or designers with whom you'd like to be featured with during Central Virginia Fashion Week. Please note that although suggestions will be strongly considered, they are not guaranteed to be honored. Every effort will be made to ensure compatibility.

I, the undersigned, verify that I am a legitimate agent representing the above-named entity. I understand that this form and the accompanying \$30 deposit constitute intent to present a fashion collection presentation as part of an official event during Central Virginia Fashion Week. I further understand that the full deposit will be refunded upon arrival and set-up for Central Virginia Fashion Week. I agree to abide by the rules and policies of Let's Talk Fashion Virginia LLC.

SIGNATURE

DATE

PRINTED NAME