

# FASHION X

# 2017



Fashion X produces high end live fashion events that showcase emerging & celebrity fashion designers alongside national brands and sponsors. Attendees range from industry leaders to socialites to major media to aspirational consumers.

- Austin Fashion Week is the 4<sup>th</sup> largest fashion week in the United States.
- Austin Fashion Week, Fashion X Dallas and Fashion X Houston are the three largest fashion events in Texas.
- Media coverage from outlets like WWD, Elle Magazine, Fashionista.com, Southern Living, Racked and more.
- Fashion X has helped launch the careers of Isabella Rose Taylor, Daniel Esquivel, Becky Hollands, Tinsley Radix and more.
- Major brand partners include Cadillac, Chloe Wine Collection, BERNINA, Luna Bar and others.
- Major partnership between Fashion X and better-known designers from Project Runway & Project Runway Junior.





## AUSTIN

9<sup>th</sup> annual Austin Fashion Week.  
11<sup>th</sup> largest U.S. city.

## DALLAS

4<sup>th</sup> annual Fashion X Dallas.  
5<sup>th</sup> largest U.S. city.

## HOUSTON

2<sup>nd</sup> annual Fashion X Houston.  
4<sup>th</sup> largest U.S. city.

## SAN ANTONIO

Tentative for 2017.  
7<sup>th</sup> largest U.S. city.

## CHICAGO

Tentative for 2017.  
3<sup>rd</sup> largest U.S. city.



## RUNWAY

8-10 full runway shows + capsule collections

## GALLERY

20+ jewelry & accessories designers

## VIP LOUNGE

Exclusive area for VIPs, cocktails, bites and gifting

## RED CARPET

Arrivals for celebrities, influencers and attendees

## BRAND ACTIVATIONS

Unique opportunities for attendee engagement

## BARS

Opportunities for brand alignments

## BEHIND THE SCENES

Models, hair & makeup, designers and more





THE SOCIALITE



THE ATHLETE



THE CELEBRITY



THE CREATIVE



THE BLOGGER



THE INDUSTRY



THE INSTAGRAMMER



THE ENTREPRENEUR

- Fashion X hosts an audience of 700 – 1000 attendees for each event.
- Plus, 300 designers, models and back of house staff nightly.
- The audience is highly engaged – arriving early and staying late to socialize.



## GENDER



57%



43%

## MARITAL STATUS



53%

*Married/Partnered*



47%

*Single*

## MEDIAN HOUSEHOLD INCOME



\$106,000

*Single*



\$224,000

*Dual*

Data represents overall social media impact from calendar year 2016 including Austin Fashion Week, Fashion X Dallas, Fashion X Houston and yearly content.

## INSTAGRAM



16,843,012  
Impressions



301,412  
Likes



15,910  
Comments



5,019  
Posts

\$1,318,990

Earned Media Value Via Instagram

## FACEBOOK



21,047,891  
Impressions



361,094  
Likes



18,550  
Comments



13,783  
Posts

\$1,984,368

Earned Media Value Via Facebook

## TWITTER



14,984,002  
Impressions



61,892  
Favorites



1,297  
Retweets



2,984  
Tweets

\$368,412

Earned Media Value Via Twitter

## OVERALL

52,874,906  
Impressions

\$3,671,770

Earned Media Value Via Social Platforms

Fashion X in 2016 garnered over \$16 million in earned media coverage with over \$500,000 in in-kind media sponsorships and over 500 outlets.

**\$16,000,000 Earned Coverage | 326,000,000 Impressions**



THE **CANADIAN BUSINESS** JOURNAL

The Dallas Morning News

**YAHOO!**  
FINANCE

**Southern Living**

*“THE Fashion Week to watch in the U.S.” – Fashionista.com*

*“Easily one of the top 5 fashion weeks in the south, and maybe the best.” – Southern Living*

*“Little girls in flouncy dresses, men in slim suits and all manner of women’s fashions walked the runway (and the audience) at Fashion X Dallas.” – WWD*

*“Fashion X Houston Stakes its Claim to Fashion Crown.” – Houston Chronicle*

*“Gorgeous clothes, beautiful women, and lots of drama on and off the runway at the first Fashion X Houston.” – Culturemap*

*“Inaugural Fashion X Houston’s Triumphant Debut” – The Society Diaries*

THE **SOCIETY** DIARIES

culturemap

**FASHIONISTA**

**E L L E**

**Papercity**  
MAGAZINE



There are multiple sponsorship opportunities available:

#### **Title Sponsorship / Naming Rights**

- Overarching naming rights to full set of events
- Inclusion with all media partners (\$150k - \$250k)
- More than 100 million impressions
- Cost: \$95,000 - \$150,000 per market

#### **VIP Lounge or 2<sup>nd</sup> Level Sponsorship**

- Naming rights for one area in each market
- High level brand activation to full or subset of audience
- Cost: \$40,000 - \$50,000 per market

#### **A La Carte Events**

- Ownership of one specific event or creation of fashion event around sponsoring brand
- Highly optimized & targeted environment
- Cost: On Request based on client need

Thank you for your continued interest in Fashion X and the brands & designers we support!

For more information, do not hesitate to contact Fashion X Founder and CEO Matt Swinney at [matt@fashionx.co](mailto:matt@fashionx.co).

