



NWA FASHION WEEK

FALL SHOWS: NOVEMBER 9-10, 2017

BOUTIQUE ENTRY PACKET

A select group of boutiques will be chosen to present runway shows during NWA Fashion Week in November of 2017. All runway presentations will take place on Thursday, November 9 and Friday, November 10 in Fayetteville, AR.

Please complete the following application:

Boutique Name: _____

Applicant Name: _____

Email Address: _____

Phone Number: _____

Boutique Address: _____

Website: _____

DEADLINE FOR APPLICATION IS AUGUST 18, 2017 | LATE FEE \$100

Boutique Description:

NWA Fashion Week is dedicated to promoting diversity and inclusion in the Northwest Arkansas area fashion and style community. Please provide an example of how your boutique embraces diversity and inclusion in your advertising or marketing.

NWA Fashion Week strives to be on the cutting edge of fashion and styling trends. Please tell us what kind of runway show you would like to present, please include images.

The NWA Fashion Week Team will review each application to determine if the proposed selection of clothing fits with the overall aesthetic presentation of NWA Fashion Week.

PLEASE NOTE:

Only Hair and Makeup Teams recruited through NWA Fashion Week will be allowed in our styling areas. We will assign a Styling Team to your boutique unless other arrangements are explicitly made with approval from NWA Fashion Week management no later than October 10, 2017.

All models, even those recruited by individual boutiques, must attend mandatory boot camp(s) as well as adhere to NWA Fashion Week policy during the run of show for NWA Fashion Week Fall Shows. NWA Fashion Week must be able to contact models and coordinate with them directly.

If Boutique chooses to recruit their own models, model contact information must be given to NWA Fashion Week Modeling Team by October 1, 2017. Any model who cannot be confirmed by NWA Fashion Week by October 10, 2017 will be replaced by a model recruited by NWA Fashion Week.

Select Runway Package Below:

_____ **Basic Show: 10 Looks**

This package offers 10 looks to be presented on the runway. We will provide models unless otherwise requested. We will provide hair and makeup teams. This also includes a spot for a 2-3 minute promotional video, provided by the boutique, to be aired before the runway presentation.

Cost: \$500 To be paid upon acceptance into NWA Fashion Week

_____ Boutique will provide models

_____ **Basic Show: 10 Looks + 2-3 Minute Promo Video**

This package offers 10 looks to be presented on the runway. We will provide models unless otherwise requested. We will provide hair and makeup teams. This also includes a spot for a 2-3 minute promotional video, to be produced by the NWA Fashion Week team, to be aired before the runway presentation.

Cost: \$1250 To be paid upon acceptance into NWA Fashion Week

_____ Boutique will provide models

_____ **Full Show: 20 Looks**

This package offers 20 looks to be presented on the runway. We will provide models unless otherwise requested. We will provide hair and makeup teams. This also includes a spot for a 2-3 minute promotional video, provided by the boutique, to be aired before the runway presentation.

Cost: \$1000 To be paid upon acceptance into NWA Fashion Week

_____ Boutique will provide models

_____ **Full Show with Video: 20 Look + 2-3 Minute Promo Video**

This package offers 20 looks to be presented on the runway. We will provide models unless otherwise requested. We will provide hair and makeup teams. This also includes a spot for a 2-3 minute promotional video, to be produced by the NWA Fashion Week team, to be aired before the runway presentation.

Cost: \$1500 To be paid upon acceptance into NWA Fashion Week

_____ Boutique will provide models

PLEASE NOTE:

- Boutique is required to provide music in MP3 format for runway shows. Additional fees will be charged for acquiring and mixing music on behalf of the boutique.
 - \$50 for selection and purchase of music
 - \$50 for mixing of music for runway
- Please send completed packet along with images to contact@nwafw.com
- Music must be submitted in MP3 format already mixed for runway no later than October 20, 2017. If music is not submitted by this deadline, Boutique will be charged \$100 for the selection, purchase and mixing of music.
- Video must be submitted in MP4 format already formatted for projection no later than October 20, 2017. If video is not submitted by this deadline a hold screen with Boutique logo will be used instead of a video.