

THE PREMIER FASHION EVENT IN ARKANSAS

NWA FASHION WEEK

FALL 2019

OCTOBER 3-5

DRAKE FIELD, FAYETTEVILLE

nwafw.com

OCTOBER 2019




ABOUT

Northwest Arkansas Fashion Week exists to highlight designers, artists, boutiques and other creative professionals who are committed to building a vibrant, inspired creative community in Northwest Arkansas. The NWAFFW team is dedicated to supporting and growing our local design community and setting the bar high for fashion.

NWAFFW's mission is to highlight fashion trends, burgeoning local brands and up and coming designers, to celebrate Northwest Arkansas' growing culture, and raise awareness for our local organizations that are doing incredible things in the world. We aim to showcase and retain the talent that makes our area unique and to act as a catalyst for future collaborative productions. By providing opportunities for photographers, stylists, models, designers, and production teams, NWAFFW hopes to offer experience and lead the way for fashion trends and style throughout Northwest Arkansas.

NWA Fashion Week partners with the Arkansas Arts & Fashion Forum, a 501c3 non-profit organization, to provide Arkansas-based designers access to the runway, along with creating an inclusive, diverse and creative environment.

A photograph of a model walking on a runway. She is wearing a white, strapless, floor-length dress with intricate lace detailing. Her hair is styled in an updo. The background is dark with some blurred lights, suggesting a stage or runway setting. A blue horizontal bar is positioned above the text on the right side of the image.

**WE BELIEVE IN OUR
COMMUNITY.
THAT'S WHY WE
CREATE UNIQUE
OPPORTUNITIES TO
SHOWCASE THE
AMAZING TALENT
BASED IN NWA**

SOCIAL MEDIA STATISTICS



WE HAVE CULTIVATED ONE OF THE MOST DEDICATED, ENGAGED AND ENTHUSIASTIC AUDIENCES IN NWA

FACEBOOK STATS

Followers: 8,547
Page Likes: 8,305

Demographics
Female, 18-44: 66%
Fayetteville, AR: 25%
Bentonville, AR: 9%
Rogers, AR: 7%
Springdale, AR: 5%

INSTAGRAM STATS

Followers: 5,552

Demographics
Age Group, 18-44: 87%
Female: 81% // Male: 19%
Fayetteville: 27%
Bentonville: 10%
Rogers: 7%
Little Rock: 5%
Springdale: 5%

WEBPAGE STATS

Tracking nwafw.com

Page Views: 12,592
Unique Visits: 6,041
First Time Visits: 3,974
Returning Visits: 2067

**reporting period 3/3/19 - 4/14/19*

ABOUT OUR BRAND

NWAFW SPRING 2019 PERFORMANCE REPORT #NWAFW AND #NWAFASHIONWEEK

THE BEST AUDIENCE IS AN ENGAGED AUDIENCE

POST LIKES

Associated posts gained 81,134 likes during Spring 2019

POST COMMENTS

Associated posts gained 5,395 comments during Spring 2019

POST CREATION

#nwafw and #nwafashionweek featured in 1,170 unique posts during Spring 2019

TOTAL ENGAGEMENT

Season total of 86,563 engagements across Facebook, Instagram, Twitter, and Youtube



TRACKING BOUTIQUES + DESIGNERS + SPONSORS

OUR AUDIENCE IS YOUR AUDIENCE



LOLA BOUTIQUE

Lola Boutique was featured in 10 posts with a total of 1,161 engagements

DESIGNER ALYSSA BIRD

Alyssa Bird of Regenerous Designs was featured in 25 posts with a total of 1822 engagements

SPONSOR ENGAGEMENT GOLD LEVEL

Ashby St Outdoor's special thanks post received 129 engagements

SPONSOR ENGAGEMENT VENUE PARTNER

21c Museum Hotel was featured in 54 posts with a total of 4,428 engagements and Record Downtown was featured in 50 posts with an associated 4,379 engagements

SPONSOR ENGAGEMENT DIAMOND LEVEL

Covergirl was featured in 23 posts with an associated 1,457 engagements

MEDIA COVERAGE



MEDIA COVERAGE

For NWAFFW Spring 2019, there were 73 media articles, across TV, Radio, Print, Youtube, and Social Media

Including:

KNWA

Fox24

40/29 KHOG

Channel 5

Arkansas Democrat Gazette

Citiscapes Magazine

At Home in Arkansas

3W Magazine

Fayetteville Flyer

Ozarks at Large

Arkansas Traveler

Leisurlist

The Arkansas CW

NWA Alive

ADVERTISING COVERAGE

We have advertising partnerships across a broad spectrum of channels

Including:

Citiscapes Magazine

3W Magazine

The Idle Class Magazine

Power 105.7

104.9 The X

Star 101.5

KUAF 91.3

Arkansas Life Magazine

Leisurlist

ATTENDEES + VOLUNTEERS

ATTENDEES SPRING 2019 SUMMARY

Thursday 4/4/19: 515
Friday 4/5/19: 350
Saturday 4/6/19: 428

Season Total: 1,293

VOLUNTEERS SPRING 2019 SUMMARY

Thursday 4/4/19: 296
Friday 4/5/19: 233
Saturday 4/6/19: 245

Season Total: 774



NUMBERS ON THE RISE

POTENTIAL IMPRESSIONS

891.2k



Online Audience Growth SPRING 2019: UP 12.1%
Online Engagement Growth SPRING 2019: UP 26.5%
Market Reach: 891,200 impressions UP 187.3%
#nwafw lifetime posts: 8,381 // #nwafashionweek lifetime posts: 4238

CURRENT AS OF 4/23/2019