

HARLEM

FASHION WEEK



SEPTEMBER 7-10

SPRING / SUMMER

INDEX

LETTER

INTRODUCTION

HARLEM

STREETSTYLE

PRESS

**SPONSORSHIP
OPPORTUNITIES**

CHARITY

SPONSORSHIP

ORGANIZERS



HARLEM | FASHION WEEK

LETTER FROM THE ORGANIZER/LEAD DESIGNER

The creators of Harlem Fashion Week is the dynamic mother-daughter team of Tandra Birkett and Yvonne Jewnell, owners of the fashion design company Yvonne Jewnell New York LLC. Yvonne Jewnell New York is an award winning women's wear company that creates clothing that promotes women empowerment and celebrates culture from across the globe. YJNY create garments with an ethnically inspired message of overcoming obstacles and revitalizing strength.

Yvonne was educated at Parson The New School and Tandra was educated at Columbia University and combined they used their talent, skill an education to create one of the most innovative, emerging fashion houses. Established in 2010 Yvonne Jewnell New York has produced an annual fashion show and fashion events, showcasing emerging designers and young entrepreneurs; including a Holiday pop up shop at Aldo's in Rockefeller Center in New York City and the Black Couture Fashion Charity Event which showcased 10 designers, had 500 guest in attendance and raised over \$10,000 for the Dream Scholarship fund. YJNY has also participated in Fashion Week productions all around the world from locations such as London, the Caribbean, Atlanta, D.C. and New York. Yvonne received the award for the best emerging designer at the 2014 Caribbean Fashion Week and as a transformational leader Tandra has received the volunteer service award for her work in the community from the office of the President of the United States.

With deep family roots in Harlem, Yvonne and Tandra have always been apart of the Harlem community. Both Tandra and Yvonne attended elementary school in Harlem. Yvonne is an alumna of Figure Skating in Harlem, Harlem School of the Arts, Columbia University Design Engineering program and Uptown Dance Academy. As a community leader, educator and motivational speaker Tandra has organized several events in the Harlem Community. Tandra has facilitated single mothers workshops at the Oberia Dempsey Center, produced annual awards breakfast honoring women in the Harlem community at the Bonner Center and hosted a charity bazaar just to name a few events. In essence Harlem is home.

As a company, Yvonne Jewnell New York LLC are members of Harlem Arts Alliance and Harlem Chamber of Commerce. They have participated in the Annual Harlem Week Festival, hosted a Pop-Up Shop at the Black River Studio, produced fashion shows at the Hip Hop Cultural Center and the ImageNation Raw Space and hosted their video release party and VIP reception at the Aloft Hotel.

The Black Couture Fashion Charity Event produced by Yvonne Jewnell New York awarded several honorable leaders in the Harlem community such as Princess Jenkins, owner of the Brownstone, Sharon Cohen, founder of Figure Skating in Harlem, Greta Wallace, creator of Simply Greta, Brenda Braxton owner of BBraxton Salon, Robin Williams owner of Uptown Dance Academy and Harlem School of the Arts.

It is only natural that they would produce Harlem Fashion Week to celebrate the rich cultural heritage of Harlem.



Stay with us—and expect more.

-Tandra Birkett, Organzier/Lead Designer

H | F W

INTRODUCTION

S P R I N G / S U M M E R 2017



Since the days of the Renaissance, Harlem has served as the epicenter of art, literature, music and fashion. As Harlem is being revitalized in the 21st century, Harlem Fashion Week will introduce a new era of fashion culture to the Harlem community inspired by its rich cultural heritage.

HARLEM FASHION WEEK (HFW) will be an explosion of culture that will bridge downtown Manhattan to the Uptown for a rich community experience.

The inaugural HFW will kickoff with a series of fashion cocktail parties around the city on Wednesday, September 7, culminating in the Runway Shows on September 9.

FASHION SCHEDULE TO INCLUDE:

- Dinner celebration
- PR mixer
- Model mixer
- Workshops
- Panel with press conference
- Truck show
- Runway fashion show
- After party
- Emerging Designer Showcase
- Awards Ceremony

The four day event looks to host 5,000 guests including fashion industry professionals, members of the media, buyers and a host of VIPs.

H | F W

HARLEM

SPRING / SUMMER 2017

A community that is already rich in history is now seeing an resurgence of substantial proportions. This Fall, as new residents, real estate and businesses continue to bloom in Harlem, so shall Harlem Fashion Week.



The People

Location, transport and lifestyle amenities have clearly helped lure upmarket buyers. The growing population is attributable largely to young, well-educated professionals migrating from other parts of Manhattan in search of investment opportunities

THE NUMBERS

- Median age 34.76, 73% with some college
- Annual household income has increased by 38% since 2000
- Recent population increased 6.9% compared to 5.3% overall
- Manhattan population is projected to grow 4% by 2019 outpacing Manhattan's overall projected population growth of 3.5%.

The Real Estate

Harlem has emerged as one of Manhattan's most buoyant real estate markets. A wave of development in the late 1990s led to a sharp rise in real estate values. New condominiums have replaced decades-old vacant lots, while stately yet neglected brownstones are being freshly renovated.

THE NUMBERS

- Since 2010, median Harlem home prices have risen 30% and condo prices have more than doubled
- Restored townhouses are being sold for over \$3M
- The median price of a home in Harlem rose 17% outpacing all of Manhattan. Incoming residents are attracted to Harlem for its lively vibe, festivals throughout the Summer, late-night jazz shows, classic soul-food go-tos and new increasingly popular restaurants.

The Business

Harlem is experiencing one of the largest retail surges in New York City and is expected to house numerous large department stores and other retailers, including Whole Foods and Bed Bath and Beyond.

Industry analysts are certain that Harlem will continue to transform into an increasingly residential, affluent neighborhood serviced by high-end retailers. A river-to-river study by City Planning might upzone the corners of Lenox, Malcolm X Boulevard, St. Nicholas, and Lexington, creating mixed-use hubs over subway stations.

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STREETSTYLE

SPRING / SUMMER 2017



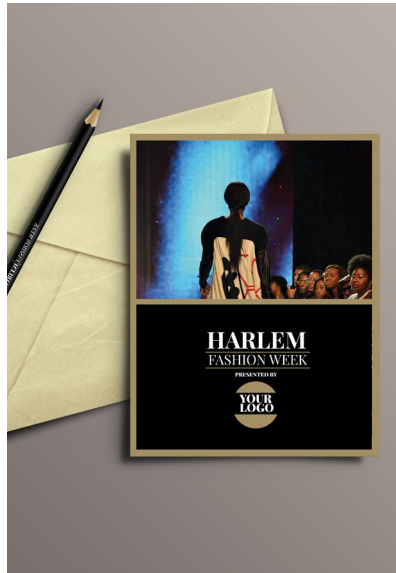
HFW

PRESS

SPRING / SUMMER 2017

The HFW schedule of events will be circulated on the web via influential fashion blog sites and social media, television, radio, fashion magazines and news outlets.





Sponsorship

As a sponsor for the 2016 Harlem Fashion Week, your business will benefit from the following:

- 1. HIGH-LEVEL BRAND EXPOSURE** to hundreds of current fashion and retail experts, art enthusiasts, surging community, local businesses, national and local media.
- 2. NETWORKING OPPORTUNITIES** with elite members of the fashion and retail community.
- 3. SHARE YOUR COMPANY VISION** with hundreds of potential consumers.



CHARITY

SPRING / SUMMER 2017

The Senegalese American Bilingual School



Who They Are

The Senegalese American Bilingual School (SABS) is an international Pre-k through grade 12 school located in the heart of Dakar Senegal. Our mission is to educate young African minds for leadership in the 21st. century. Along with an exceptional global education our students are engaged in projects and activities that strengthen community values through social entrepreneurship

What We Are Raising Money For

Since 1962 the 'La Maison des Esclaves' or more widely known in the United States as The House of Slaves Museum on Senegal's Goree Island has educated thousands of visitors from all over the world, providing, a sobering and shocking portrait of the horrors of the Trans-Atlantic Slave Trade. For many the somber and stark cells that once crammed men, women, and children now serve as a place for prayer, reflection, and reconciliation for the more than 12 million Africans who suffered the inhumanity of Western slavery. The museum's signature attraction is the infamous and unnerving "Door of No Return", where the captives past while being loaded on ships for the journey to the Americas. SABS will partner with Mayor of Goree Island, the director of the House of Slaves Museum, The University of Dakar, local high schools, and international partners such as City University of New York in developing strategies and activities that help improve the functioning and presentation of the House of Slaves. The House of Slaves at Goree Island is an 18th century structure that was part of a network of 28 buildings used to in prison African captives for the Trans-Atlantic slave trade. The House of Slaves receives little funding and is in need of archival and structural uplift. SABS elementary, middle, and high school students and teachers intend on volunteering their efforts to improve the upkeep of the museum and enhance its display of historic artifacts. SABS will also use social media and other technology to increase global awareness around the historic importance of the House of Slaves and the need for expertise and resources to support their work.



SPONSORSHIP BENEFITS

SPRING / SUMMER 2017

LEVEL + BENEFITS	TREND SETTER	POSH PARTON	AVANT GUARDIAN	STYLISH SUPPORTER	CLASSY CONTRIBUTOR	MODEL CITIZEN
ESTIMATED VALUE	\$10,000 \$2,000	\$5,000 \$1,200	\$2,500 \$800	\$1,200 \$400	\$600 \$200	\$300 \$100
VIP TICKETS, including: VIP seating for the 2012 8421 runway show, VIP goodie bag, access to the VIP lounge with exclusive food and cash bar, access to VIP entrance	20	12	8	4	2	1
Listing in event program	LOGO	LOGO	LOGO	COMPANY NAME	COMPANY NAME	
Option to place company material in 200 VIP goodie bags	X	X	X	X	X	
Mention by Emcee	X	X	X	X		
Ad in event program (logo, tagline, Full Half Quarter website, address - subject to Activate Page Page Page Good approval and IRS guidelines)	FULL PAGE	HALF PAGE	QUARTER PAGE			
Logo on red carpet step and repeat at the event	X	X	X			
Opening remarks before the fashion show at the event	X					
BEFORE THE EVENT						
Logo and link on event website	X	X	X	X	X	X
Social Media mention: Facebook (1,110+ fans) and Twitter (2,100+ followers)	X	X	X	X		
Company logo and link in event invitation email to 3,000+ subscribers (additionally in the Save the Date email if sponsorship confirmed before August 1)	X	X				
Company name included on event banner X ad on Activate Good homepage	X					
Press release announcing sponsorship	X					

SEPTEMBER 7 - 11

SPONSORSHIP AGREEMENT

Please submit form along with check (if monetary donation) made payable to: Yvonne Jewnell, 1867 Amsterdam Avenue, Suite 2E, New York, NY 10031 or scan and email to Harlemlfw@gmail.com

SPONSOR / DONOR INFORMATION

NAME (INDIVIDUAL DONOR OR COMPANY):

PRIMARY CONTACT (IF APPLICABLE): (FIRST) (LAST) JOB TITLE:

ADDRESS: (STREET) (APT/STE) (CITY, STATE) (ZIP)

PRIMARY TELEPHONE:

EMAIL:

SECONDARY TELEPHONE:

EMAIL:

SPONSOR / DONOR INFORMATION

SPONSORSHIP / DONATION IS (CHECK ONE): QUANTITY: SIZE:

MONETARY

IN-KIND ITEM OR SERVICE

MEDIA / PROMOTION (IN-KIND)

DONATION DESCRIPTION / COMMENTS:

ESTIMATED FAIR MARKET VALUE: \$

(REQUIRED. MUST BE COMPLETED ALONG WITH SIGNATURE AT BOTTOM OF FORM, WITH ATTACHED SUPPORTING DOCUMENTATION IF AVAILABLE.)

EXPIRATION DATE (IF APPLICABLE):

RESTRICTIONS / DISCLAIMER / INSTRUCTIONS (IF APPLICABLE):

AUTHORIZATION

AUTHORIZED SIGNATURE:

DATE:

.....

.....

PRINTED NAME:

.....

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