



FASHION EXPO
MAY 2020

About SS HOC

SS House of Couture was founded by designer/stylist Sheena Cruz in 2013. Sheena first fell in love with fashion as a 7 year old in her grandmother's seamstress shop. She would accompany her grandmother to her corporate clientele's appointments and shopping trips for supplies. Sheena was able to learn first hand how to sew which also fueled her desire to pursue couture fashion.

Since its inception, SS HOC has brought to life its mission to provide clients with extraordinary services by creating custom pieces that showcase their client's personality and artistry.

The 1st Annual SS Fashion Expo will showcase 7 independent designers in two days in New York City. SS Fashion Expo will be the most memorable NY Fashion event in May 2020, leaving the industry anticipating May 2021.

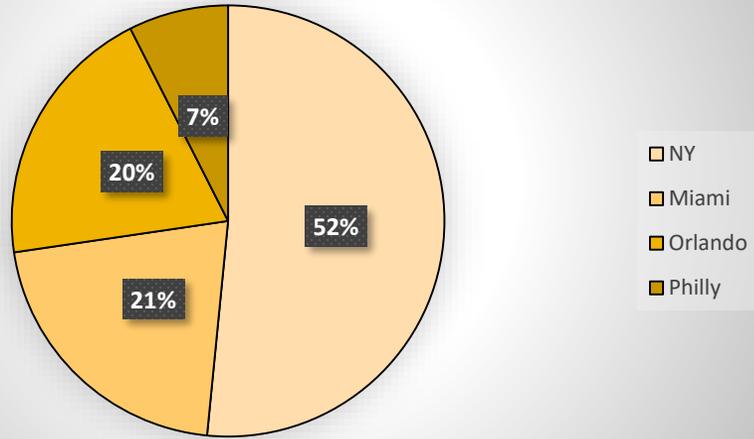


N.Y.C. LOCATION TBD

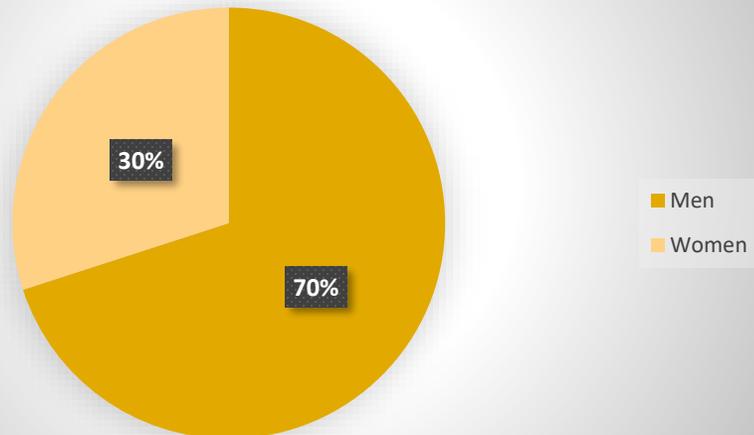


AUDIENCE INTEREST & DEMOGRAPHICS

Top Cities

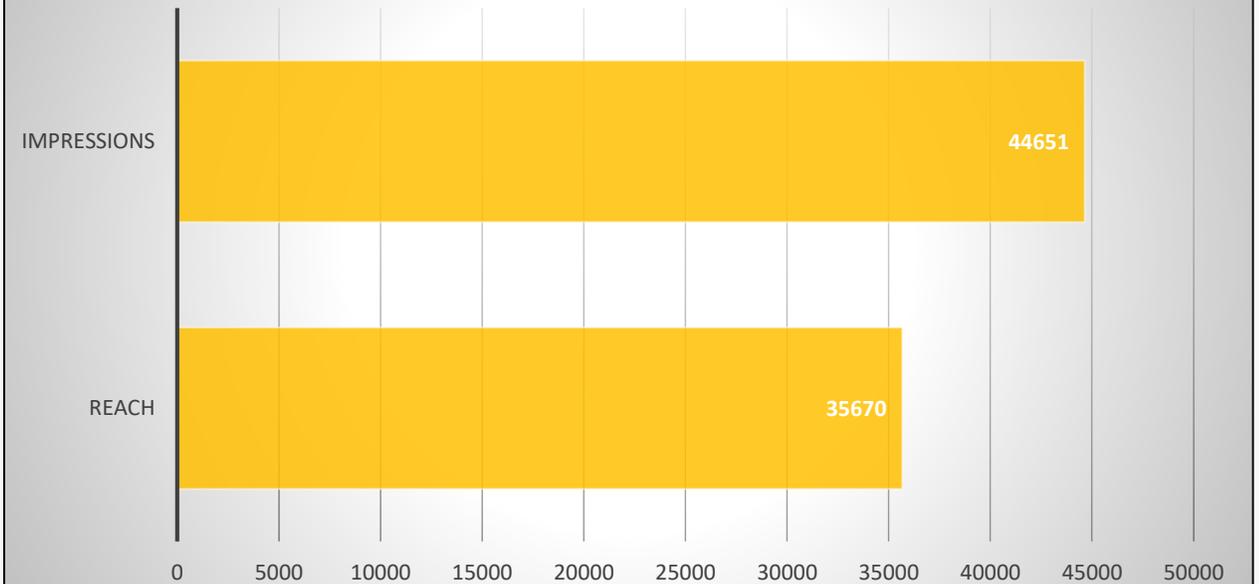


Gender



- Average Age: 25 - 44
- Expected Number of Attendees: 2700 in total (2 days)
- Instagram: 5.5K Followers

Weekly Social Media Stats



BENEFITS OF BECOMING A RUNWAY DESIGNER



The success of SS House of Couture was built on creating meaningful partnerships, relationships, and collaborations with respective brands and industry professionals. Brands, companies, and individuals that we partnered with for last year's Pop Up Shops had increased brand awareness amongst the many attendees of the events, had the opportunity to advertise current promotions, were able to sample products, and had the opportunity to build an extensive email list from those who were interested in their products and/or services. The number of ways that we can partner to come together to have an impactful event that will be pleasing to the brands, event organizers, and to the attendees are limitless.

In retail, the need for **fashion** designers is expected to grow by 22 percent as companies demand more **fashion-inspired clothing** to sell in the mass market. Fashion shows are divided into two categories: prêt-à-porter (clothes you wear everyday, "ready to wear") and haute couture (handmade clothes that are unique, with intricate designs primarily worn for red carpet events). Showing your collection at SS Fashion Expo will garner visibility for your brand to become the talk of the industry during & well after NYFW makes headlines! *Email for details.*



FASHION EXPO
RUNWAY DESIGNER

RUNWAY DESIGNER (7)

\$400



- Premium logo placement on website, red carpet banner, and event screens
- Advertising through various social media channels and mailing lists, including radio promotion - over 5000 unique individuals to be reached!
- Mentions on SS HOC social media and mailouts
- 2 VIP tickets to SS Fashion Expo
- Models provided
- MUA provided

BENEFITS OF BECOMING AN ART DEALER

The success of SS House of Couture was built on creating meaningful partnerships, relationships, and collaborations with respective brands and industry professionals. SS Fashion Expo is opening the opportunity for creative artists to come together during the heightened spirits surrounding NYFW.



SS Fashion Expo will thoughtfully place your works of art, leading your audience through the rich details of your works. The audience is even more excited to meet the hands that molded, painted, chiseled, welded or photographed coveted collections that typically are seen via your digital showrooms. The art and artist connection holds a shared meaning for both the artist and the audience. The bonds that are created result in a promised home for your beloved pieces.

Email for details.



FASHION EXPO
ART DEALER

ART DEALER (10)

\$100

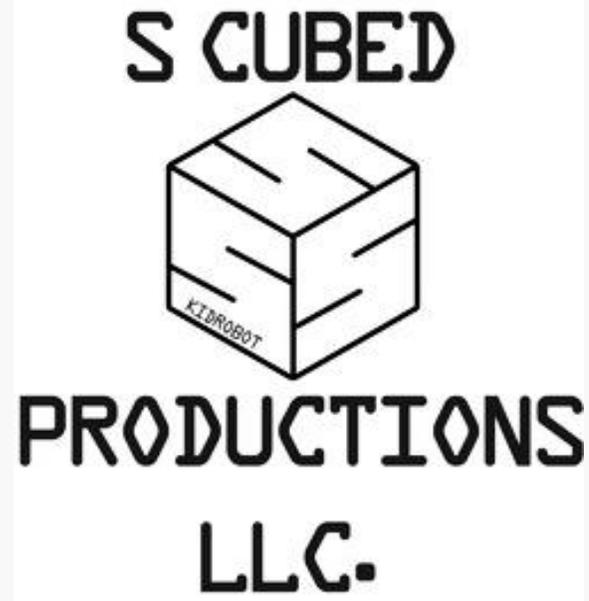
- Premium logo placement on website, poster, and event screens
- Advertising through various social media channels and mailing lists, including radio promotion - over 5000 unique individuals to be reached!
- Mentions on SS HOC social media and mailouts
- 2 VIP tickets to SS Fashion Expo
- Space for mounting and/or presenting art pieces



Willem van Heythuysen, 2006, By Kehinde Wiley, VMFA

SS FASHION EXPO

CONTACT INFORMATION



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