

HYPE

Fashion Event Production & Marketing



ABOUT HYPE

HYPE Fashion Show Production and Marketing is a company dedicated to spreading the name of fashion designers and brands by producing fashion related events and media. HYPE'S audience ranges from the young and trendy to the mature and style conscious as fashion reaches out to all types, men and women alike. Fashion is truly an artistic expression of one's identity.

Our mission is to produce events which feature designers and brands in order to spread their name throughout the market. We promote fashion related brands, individual designers, boutiques, and various products. The events are fun and fashionable, which provide not only an evening out for the public but serve as a marketing and networking platform for those in the industry.



Hottest New Designer Competition

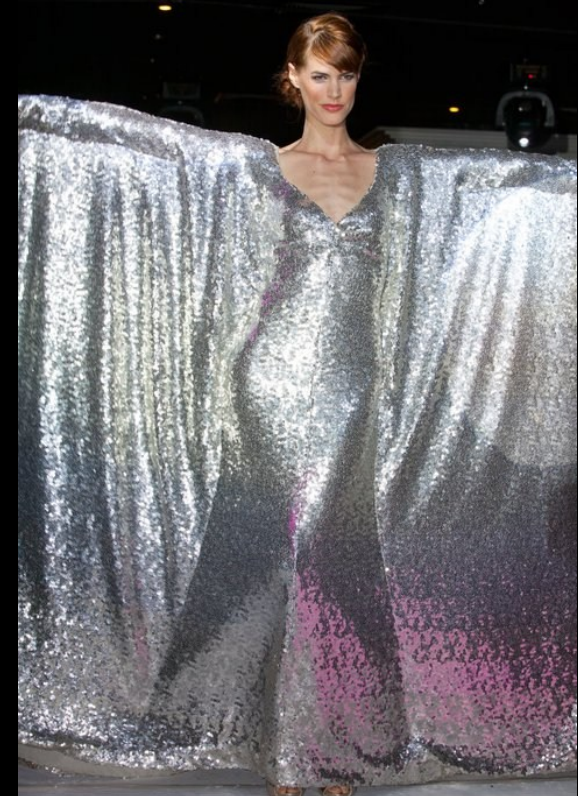
HYPE Fashions has recently launched the Hottest New Designer Competition. There will be two versions of the competition - one to be held in Boston, USA and one in Paris, France. Designers competing will showcase their work on the runway in front of guests and judges. The first place winner will receive travel* and 2 night accommodation to Cannes, France to take part in our Cannes Loves Fashion Event 2012.

Cannes Loves Fashion (or CLF 2012)

This year on May 24, 2011 we saw beautiful hand crafted designs strut down the catwalk from the four designers who showcased their work. A true mix of different fashion styles, the collections ranged from full leather constructed garments ([NKL](#)) to hand worked swim suits ([Supa Glem](#)) to couture, one of a kind gowns ([Denis Durand](#)) and ([Addy van den Krommenacker](#)) as well as chic accessories ([Dora Abodi](#)).

There was something for everyone during this series of shows!

Cannes Loves Fashion 2012 is set to be even better! In choosing the best location and showcasing lovely collections from designers from all over the world, this is truly an event not to be missed!



The Winner Receives

Contestants competing in the Hottest New Designer Competition will show their collections against other new designers to earn the title of **Hottest New Designer**. The winner, as hottest new designer, will receive the following:

1. Automatic entry into the designer line up for Cannes Loves Fashion 2012 in May
2. 2 night accommodation in the South of France
3. Travel for winning designer (*from East Coast USA or Western Europe*)
4. Title for Hottest New Designer including prestigious trophy and announcement on HYPE website and newsletters



HYPE's previous clients

HYPE's previous client list has a wide range, from starting designers to very established design houses. We help our clients, regardless of the stage of their business, by giving a marketing outlet and platform to better reach their potential clients. Some of our previous clients include:

Addy van den Krommenacker

Antibes Crew/Yacht Show

Aurelie Ferry Designs

Career & Lifestyle Exhibition

Chocolate Martini

Dora Abodi

Denis Durand Couture

La Perla Lingerie

Mand and Ita Boutique

NKL Creation

Odyssey Sunglasses

Supa Glem

We are currently accepting new applicants for the Hottest New Designer Competition. To apply, please fill out the application form and return with photos, latest look book, or company website. Acceptance will be based on collection and motivation.

Upon acceptance into the competition, entry fees will be communicated.

Good Luck!!

Please contact the HYPE team for more information

website: www.hypefashions.com

email: contact@hypefashions.com

In order to be irreplaceable, one must always be different ~Coco Chanel