



THE FUTURE OF FASHION

THE 2010 FASHION WEEK RETREAT BY *Robert Verdi*



For the fifth season
ROBERT VERDI'S
Luxe Laboratory will host the
**FASHION
INSIDER'S
DREAM RETREAT**
during NYC Fashion Week,
February 2010.



THE EVENT:

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A PRIVATE LOUNGE

open daily for an exclusive list
of fashion's most

INFLUENTIAL EDITORS AND INSIDERS

to escape the frenzy of fashion week.



THE EVENT:

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Editors & celebrities will be
SWEPT FROM THE SHOWS VIA
PRIVATE CAR SERVICE
to the Robert's Luxe Laboratory to

**RELAX,
REFRESH & INDULGE**

in revitalizing treatments between shows.



THE CONCEPT:

TECHNOLOGY IS THE NEW BLACK.

In an era when we live & die by our tech-sessories, it's time to highlight the

LATEST ESSENTIALS FOR A TECH-SAVVY LIFESTYLE.

We'll provide a look at the products, services and expert advice that are the future of fashion.



THE OPPORTUNITY:

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THE
WEEK-LONG RETREAT
presents an ideal opportunity
for brands to
**HARNESS
THE POWER**
of fashion's most formidable affair.

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Our retreat offers editorialized
exposure & exclusives that attract
key influencers & information
disseminators season after season.



A FEW OF OUR
**PREVIOUS
GUESTS**
AT ROBERT VERDI'S
FASHION WEEK
RETREAT





SPONSORSHIP

Robert Verdi Inc. is securing savvy, **STYLISH PARTNER BRANDS** looking to position themselves as

**THE FUTURE
OF FASHION**

by offering

**UNIQUE EXPERIENCES
& PRODUCTS**

such as digital integrations, on-site treatments, expert advice, stylish products and lifestyle solutions.



SPONSORSHIP

**BEAUTY & FITNESS
DESIGN & LIFESTYLE
TECHNOLOGY
ALCOHOL & FOOD
FASHION
FINANCE**

Sponsors will have the unique opportunity to use the Luxe Laboratory's versatile layout to put products in action during the most photographed week of the year.



CUSTOM SPONSORSHIP PACKAGES

WE WILL CREATE A BESPOKE PACKAGE INCLUDING:

Customizable presence each day during the event
to promote services and product exposure ,

Market-appointments for editors,

Brand-exclusive breakfast for brand's guests

Participation in Robert Verdi's Fashion Week
Twitter Party (ask about our leadership in this category)

Branding on all collateral materials - press release,
invitation, daily email to guest

Inclusion in 200 influencer gift bags & 10 VIP giftbags

EXECUTIVE : (category buy-outs) start at \$75,000

PREMIUM start at \$10-\$15,000)



TITLE SPONSORSHIP

(starting at \$150,000)
for the six day period, includes:

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All the benefits of an executive sponsorship

Integration into event title and top-line branding on all collateral material including press release and printed invitations

Top-line mention in daily email blast to fashion insiders, editors and celebrities

Exclusive use of the space to host a private reception for 50 guests during Fashion Week

Up to 30 market appointments can be scheduled by the brand for niche editors throughout the week

Custom brand experience inside the event

TITLE SPONSORSHIP: STARTING AT \$150,000

CONTACT

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