

**FASHION'S  
NIGHT  
OUT**

**SEPT.6 2012**



**ATTENTION DOWNTOWN BUSINESSES!**

Once again, Vogue Magazine, Council of Fashion Designers of America, and cities around the country and the world will join together to host Fashion's Night Out (FNO) on Thursday, September 6, 2012. Fashion's Night Out is an International fashion and shopping extravaganza with participating cities including Los Angeles, Atlanta, Houston, Milan, Paris, London, Lisbon and downtown Riverside for the second year.

The Riverside Downtown Partnership (RDP) will host 'Downtown Riverside Presents Fashion's Night Out' on September 6, 2012. The event will include a fashion show on Main Street's Civic Plaza in partnership with The Art Institute of California - Inland Empire (AI-IE) featuring fashion downtown retailers and students from the Art Institute. The event will also include special events with downtown businesses along Main Street and University Avenue.

**MISSION AND PURPOSE:**

FNO has become one of the world's largest fashion/shopping extravaganza event with focus on engaging the consumer through local fashion retailers. FNO is an economic driver for retailers in particular by promoting fashion art and for business overall by creating a destination event. The event in Riverside is consistent with the City of Riverside's branding as the City of Arts & Innovation.

**TARGET AUDIENCE:**

FNO is an upscale event expected to draw the affluent, as well as middle class consumers. The event will also target models, designers, artists and retailers from the Inland region.

**ESTIMATED ATTENDANCE:**

2,500 to 3,000 throughout event

**PRELIMINARY EVENT SCHEDULE:**

|                           |  |
|---------------------------|--|
| <b>4 pm to 9 pm</b>       | <b>Shopping, displays and demonstrations in businesses and vendors</b> |
| <b>6 pm to 7 pm</b>       | <b>Fashion Show on Main Street Civic Plaza</b>                         |
| <b>7:30 pm to 8:30 pm</b> | <b>Fashion Show at University and Lemon / Hair Styling competition</b> |
| <b>9 pm to 11 pm</b>      | <b>After parties in restaurants and hospitality establishments</b>     |

**COST TO BUSINESSES TO PARTICIPATE:**

There is **no charge** for downtown businesses to participate in this event. Downtown businesses not located on Main Street, University Avenue, or adjacent streets can participate by having a booth at no cost on Main Street. Businesses not in downtown will be charged for participation.

**FASHION'S  
NIGHT  
OUT**

**SEPT.6 2012**



## **Downtown Business Participation**

FNO is a global initiative created to celebrate fashion, restore consumer confidence, and boost the industry's economy. There are numerous ways to participate in the downtown Riverside portion of this global fashion event. RDP invites retailers, hair salons, spas and all downtown businesses to join in this celebration by hosting fashion events and promotions such as displays and demonstrations.

Possible FNO activities for businesses include a fashion show, instore promotions, demonstrations, displays, live entertainment, and more. This component of FNO will take place from 4 pm to 9 pm so please extend your normal store hours to accommodate the event.

Here are some specific ideas for your FNO activities:

### **General Event Activities for Downtown Businesses**

- Storefront window use for visual displays and contests
- Gifts Package
- Opportunity Drawing
- Promotional packages
- Live music or DJ inside store

### **Retail Stores**

- Instore Promotions
- Informal modeling
- Live Window Mannequins
- FNO Shopping Special Pass or Buy One Get One or other Specials
- Guest Appearance of Designer or Vendor

### **Beauty and Spas**

- Demos - makeup, hair, facials
- Free Giveaways (nail polish etc.)
- Free Product Samples
- Celebrity Stylist

### **Galleries**

- Guest Artists
- Fashion related Exhibits

### **Bars and Restaurants**

- Food Samples
- Special prices/Happy Hour
- FNO Riverside Inspired Meal or Cocktail

Other suggestions: Social media events such as blogger event or contest, donate % to favorite charity, tweet specials from Twitter, Facebook "like" contest and sharing, QR Code.

Downtown Riverside  
Celebrates

**FASHION'S  
NIGHT  
OUT**  
**SEPT.6 2012**



## FNO Participating Business Application

*If you would like to participate, please fill out the form below  
and return to Janice Penner at  
RDP, 3666 University Ave., Ste. 100, Riverside, CA 92501,  
or fax to 951.781.6951.*

I would like to participate in Fashion's Night Out on September 6, 2012.

- Fashion Show       Retail Promotions       Hospitality Promotions  
 Other \_\_\_\_\_       Booth\*\*

Business Name:

---

Business Type:     Retail     Beauty Salon/Spa     Restaurant     Other

Contact Person:

---

Address:

---

Telephone:

---

Email:

---

**Briefly Describe Planned Activities: (FULL DETAILS FOR INCLUSION IN PROMOTION AND PROGRAM  
WILL BE REQUIRED BY FRIDAY, JULY 27<sup>th</sup>)**

---

---

---

**PLEASE SEND THE COMPLETED FORM TO RDP BY FRIDAY, JUNE 29<sup>th</sup> TO RDP TO ALLOW  
SUFFICIENT TIME FOR THE FASHION SHOW COORDINATOR  
TO SCHEDULE AN APPOINTMENT TO DISCUSS PARTICIPATION.**

**\*\*IF YOU PLAN TO HAVE A BOOTH, PLEASE CONTACT SHIRLEY SCHMELTZ AT RDP FOR THE  
VENDOR APPLICATION AND REQUIREMENTS.**