

Hosting and VIP Experiences 2011



SOMETIMES IT'S ALL ABOUT BEING THERE...

NZFW will celebrate its 11th year in 2011, showcasing the best of New Zealand fashion to the world, from Tuesday 30th August to Saturday 3rd September at the brand new Viaduct Events Centre, Halsey Street, Auckland.

In an iconic year for New Zealand, our team is working tirelessly to provide the stage on which New Zealand's talented fashion industry will show itself off to the world. This is such a fantastic industry to work in, and we are looking forward once again to **promoting the amazing talent** we have throughout the country.

A TIME TO CELEBRATE WITH NZFW

'New Zealand Fashion Week is pleased to provide an NZFW A List Package & a Designer Selection Package for 2011 - two unique hosting and VIP packages.

*The packages give you the opportunity to **be associated with NZFW** as a VIP Host and to share the experience with your guests whether friends, family or special clients. We hope you are able to join us in what promises to be another exciting and unique year for NZFW'.*

Pieter Stewart, Managing Director, New Zealand Fashion Week

TO **ENQUIRE** ABOUT THE NZFW HOSTING AND
VIP EXPERIENCE PACKAGES:

Please Contact: **Mint Kitchen Catering**

18 Stanley Street, Parnell, Auckland.

Telephone (09) 366 4755 mintkitchencatering@xtra.co.nz

www.mintkitchencatering.co.nz

Chris Wallace on 027 443 5847 or

Jamie Miller on 021 761 348



About NZFW

Each year New Zealand Fashion Week promotes New Zealand fashion to the world - showcasing the work of **selected designers** and **fashion labels** to an audience of national and international **delegates** and **VIPs** including **buyers, media, celebrities, models** and numerous other **special guests**.

The **NZFW Trade Event** runs over five days, beginning with an opening function on Monday 29th August and wrapping up early Friday evening 2nd September, at which time the **NZ Fashion Weekend** public event kicks-off with the famous **Designer Garage Sale, Designer Selection Shows** and lots of special **in-season promotions**.

The new Viaduct Events Centre will see NZFW be the first to host an event at the venue and is the focus of all the Fashion Week action. Fabulous catwalk **Designer Shows** and **Designer Showrooms** and Showcase spaces will feature the latest and greatest from top **fashion designers, fashion accessory labels, beauty brands** and more.

The NZFW venue also houses the Media Centre, **exclusive bars, music, art, makeup, seminars, goodie bags** and other **on-going entertainment** to the mix and you have the unique and exciting atmosphere that is New Zealand Fashion Week. So while NZFW is one of New Zealand's **biggest media events** - with national and international coverage and streamed shows - there is nothing quite like being there.

NZFW Hosting Packages present a unique opportunity to be a part of the glamour and excitement:

- Be amongst the first to **preview 2012 fashions**
- Get a look **behind the scenes**
- Rub shoulders with **special guests** and **VIPs**
- Soak up the **party vibe** and **creative ambience**. Taking a NZFW A List or Designer Selection Package is your chance to **attend Fashion Week with all the privileges of an insider** and to invite your own guests to share in this very special experience.



HOSTING AND VIP PACKAGE

Your A List guests are welcome to spend the day on-site as honorary Fashion Week insiders, whether you prefer to dress “high fashionista”, “casually creative” or somewhere in between, you will find any style goes at NZFW.

The packages we have available for you and your guests include fashion show tickets and a fabulous Mint Kitchen Canape Package. NZFW tickets are for the Designer Selection Shows' a best of' show, with NZFW designers brought together to present their latest in-season fashions - or one of the 'Designer Collection Shows' where individual designers reveal their fashion direction for the Autumn / Winter 2012 Season, however you are welcome to reserve a timeslot as all of our shows are amazing and hosting is all about the vibe.

The Official Media announcement of designers showing on the NZFW Schedule this year is made in late July which always generates much publicity, excitement and plenty of interest in the show tickets.

* Please note that specific Designer Collection Show tickets cannot be booked until the NZFW Official Media Announcement has been made, however VIP Hosts who book packages early will be placed on a priority wait-list for the chance to reserve tickets to their preferred show however Designer Selection Shows can be booked right now!.



A List Package

*Choose to host your guests before a selected Designer Collection Show from one of New Zealand's
top designers*

\$250 + GST PER PERSON*, FEE INCLUDES:

- Tickets and **reserved VIP seating** to a Designer Collection catwalk show.
- **VIP A-List Goodie bag** including The Guide magazine, Daily News newsletter **plus sponsored products**
- Up to two hours pre-show or post-show access to one of the fabulous on-site NZFW hosting spaces
- Professional Mint Kitchen hospitality staff for up to two hours food and beverage service pre or post show.
- **Mint Kitchen A-List catering package** canapes plus an excellent range of alcoholic and non-alcoholic beverages. The menu and wine list selections will be sent to hosts after bookings are confirmed
- VIP bar tab card for each group a post-show VIP bar tab for your group can be arranged on request
- Book in to get your nails done with Petrina Martin from Magic Tan.
- **VIP Pass** for NZFW venue & Parking on Te Whero
- Please note food and beverage upgrades are available. (POA)



Designer Selection Package

*Designer Selection shows see the tent filled with fashion followers from up and down the country. New Zealand's finest designers deliver their newest and greatest items to a captive audience. All of the designers who have a runway show at NZFW will take part in the Designer Selection Show showing three outfits from their Summer 11/12 collection alongside one piece from their winter 2012 collection that has been aired during the week. A must see if you want to be ahead of the crowd in viewing next seasons fashions where we can guarantee you **front row seats!***

\$220 + GST PER PERSON*, FEE INCLUDES:

- **Guaranteed front row tickets** to a Designer Selection catwalk show.
- **VIP Goodie bag** including The Guide magazine, Daily News newsletter **plus sponsored products**
- Up to two hours pre-show or post-show access to one of the fabulous on-site NZFW hosting spaces
- Professional Mint Kitchen hospitality staff for up to two hours food and beverage service pre or post show.
- **Mint Kitchen A-List catering package** canapes plus an excellent range of alcoholic and non-alcoholic beverages. The menu and wine list selections will be sent to hosts after bookings are confirmed
- VIP bar tab card for each group a post-show VIP bar tab for your group can be arranged on request
- Book in to get your nails done with Petrina Martin from Magic Tan.
- **VIP Pass** for NZFW venue & Parking on Te Whero
- Please note food and beverage upgrades are available. (POA)



VIP Experience/ NZFW To Do List

Guests may stay on-site for as long as they wish, enjoying a truly special day out: sample the restaurant and bars, look at the displays, watch live fashion shows on screens around the venue and generally check out the NZFW action.

- **WIND-DOWN (OR WIND-UP!) AT NZFW AFTER YOUR SHOW**
- Spend some time people watching, socialising, networking or simply enjoying a little R&R... Venue facilities are open until 10pm.
- **Designer Collection Shows**
 - Autumn / Winter 2012 fashion live from the catwalk on one of the large screens installed throughout the NZFW venue.
- **Designer Showrooms and Designer Exhibition Showcase spaces**
 - Though you can't make purchases, you can take notes on what to expect in stores soon at NZFW's designer displays.
- **VIP Moët & Chandon lounge bar**
 - A sophisticated venue for a quiet drink and chat after the show
- **Kim Crawford All Access Bar**
 - Be on the ground floor amongst all the action and people watch from the Kim Crawford Bar.
- **The Cutting Room Bar**
 - Buzzing all week until late, featuring DJs and the NZFW cool set

