



CAMPAIGN BRIEF

Newmarket Fashion Affair

A Fashion Event to put Newmarket on the Map.....

Between Saturday 19 March and Sunday 27 March Newmarket will be hosting a Fashion Festival to be known as **'The Newmarket Fashion Affair'**. This Festival will be open to all Newmarket Retailers and will coincide with the Auckland Fashion Festival (and will be included in the program for that event).

.....and 3 promotions to drive customers into your store!

The Newmarket Fashion Affair will incorporate 3 'key' events – each with huge potential to impact on your business! Each of these events will be run throughout Newmarket and they have each been designed to attract people into your store to spend money. In each case, there will be a small cost, to you, if you choose to participate.

The Events are:

'9 Days to a New You'

What is it?

A 9 Day event targeted at women who want to improve every aspect of their life and appearance. It will focus on health, fitness, cosmetics, skincare, hair care, clothing, shoes, accessories, pedicure and manicure.

How will it work?

- Participants will gather together at 'Boot Camp' on Saturday the 19th of March – where they will be weighed, photographed and motivated to succeed by Style Icon **Angela Stone**.
- Over the following 9 days they will be introduced to every aspect of personal style improvement from hair and skin through to dress sense and fitness. Each session will take the form of a group consultation and will take place, in store, at a business relevant to the topic being promoted.

Timing

- This promotion will commence on Saturday the 19th of March and finish on Sunday the 27th of March
- Group consultation sessions will be conducted up to 3 times per day (Morning, Afternoon, Evening) and will cater for groups of up to 50 women at a time.

Why you should participate

Each consultation session will present an incredible retail and promotional opportunity to our members! Participating businesses will be able to make special sales offers, promote products and services and collect information from a captive audience of motivated shoppers with a strong reason to buy!

How you can participate

If you'd like to register an interest in being a participating retailer, just click [here](#) and someone will get back to you shortly with more information. Remember – a registration of your interest is merely a preliminary step and does not obligate you to participate in the event.

'Winter Show Case Fashion Parade'

What is it?

As the Fashion Capital of New Zealand – Newmarket should be the first place people think of when they want to see what's new for the coming season. The Winter Showcase Fashion Shows will be run over one or day days on the weekend of 26-27 March and will feature up to 4 separate shows profiling new season garments in a range of different categories.

How will it work?

- The 4 shows will take place in a (yet-to-be-determined) public location and will be widely publicized prior to the event.
- Shows will be organized by category and Newmarket businesses will be invited to select a range of new season garments to showcase to the viewing public.

Timing

- This promotion will commence on Saturday the 26th of March and finish on Sunday the 27th of March.

Why you should participate

The Winter Showcase provides a fantastic opportunity to put your new season products in front of your target audience at a time when they are ready to make a buying decision!

How you can participate

If you'd like to register an interest in being a participating retailer just click [here](#) and someone will get back to you shortly with more information. Remember – a registration of your interest is merely a preliminary step and does not obligate you to participate in the event.

'Win a Winter Wardrobe'

What is it?

The 'Win a Winter Wardrobe' promotion will be a little like our recent 'Newmarket Christmas Shopping Spree' inasmuch as people will be able to enter the promotion when they make purchases from Newmarket retailers – but with a specific focus on fashion.

How will it work?

- For every garment purchased from participating retailers, during the period of the promotion, individuals will be able to enter a draw to win a Winter Wardrobe.

- There will be a base prize of 5 garments worth around \$1,000 – plus a garment worth up to \$150 from each of the retailers in which the winner made a qualifying purchase during the period of the promotion.

Timing

- This promotion will commence on Tuesday 1 March and finish on Sunday the 27th of March.

Why you should participate

The Winter Wardrobe promotion provides a fantastic opportunity to encourage shoppers to shop in Newmarket for their Winter fashion apparel.

How you can participate

If you'd like to register an interest in being a participating retailer, just click [here](#) and someone will get back to you shortly with more information. Remember – a registration of your interest is merely a preliminary step and does not obligate you to participate in the event.