

SEPT 10-18 2022

NEW YORK  
FASHION  
WEEK

+ #CURVYFW

FASHION —  
& TECH

CURVY  
FASHION  
WEEK 2022

THE CURVY REVOLUTION





# CURVY FASHION WEEK

2022

**STREAMING LIVE! TO  
CURVY REVOLUTION'S  
500,000+ FOLLOWERS.**



After hosting a spectacular launch event in 2011 on the fabulous Las Vegas strip and sold out follow up tours, **CURVY** is back with another innovative event to connect intimately with our audience.

**CURVY** Fashion Week (**#CURVYFW**) is a direct-to-consumer, live streaming, size-inclusive fashion series filmed with a live, in-studio audience during New York Fashion Week. **#CURVYFW** streams directly to Facebook Watch from parent company CURVY Revolution's 500,000+ facebook fan page and then syndicated to several OTT streaming platforms.

Merging tech with fashion, **#CURVYFW** will be streaming each day of the event week from a different city showcasing amazing designers and fashion industry leaders from across the country.



# CURVY<sup>®</sup>

## REVOLUTION

### MOVEMENT

Launched in 2009, **The CURVY Revolution is a women's life and style movement** dedicated to celebrating all women's unique body image, self-esteem, and self-worth.

### LIFESTYLE

CURVY is more than a website, magazine, or event — **it is a lifestyle.** Informative, objective and provocative coverage of **exciting, entertaining and relevant issues to support every aspect of our readers' ever-changing lifestyle.**

### EMPOWERMENT

CURVY is a place to be **empowered and inspired to live loudly, learn smartly and embrace life with passion.** Our multimedia content gives you **the latest news in entertainment, beauty, fashion, health, luxury homes, food/spirits, and travel.**

With our interactive event experiences, **CURVY** further connects to its audience.

Market research indicates that nearly **62%** of **American Women** are currently purchasing apparel in women's **SIZES 12+**

## LIVE! IT'S CURVY FASHION WEEK

#CURVYFW will be **taped live in-studio** and will stream directly to **Facebook Watch**!

**DON'T MISS IT!**



**Search for “CURVY Revolution” on Facebook Watch! The Facebook Watch TV app is available on:**

- Amazon Fire TV
- Apple TV (4th generation or newer)
- Android TV
- Samsung Smart TV (2015 or newer)
- Xbox One
- Oculus TV

**NOTE:** If you don't have a compatible platform to download the app, you can also **cast Facebook videos** from your device to a TV.

## HOW YOU CAN WATCH...



## HOST YOUR OWN WATCH PARTY!

You can sign up to host a watch party at any theater, lounge/bar, restaurant, or any public venue. Each registered party will be listed on the #CURVYFW website. Invite your friends and family to the watch party nearest you! You can also host a watch party with friends right from the comfort of your own home!



# #CURVYFW SCHEDULE.

**SAT** SEPTEMBER 10  
— CURVY BRIDAL EXPERIENCE  
— OPENING PARTY

**SUN** SEPTEMBER 11  
— CURVY BRIDAL EXPERIENCE

**WED** SEPTEMBER 14  
— SPONSORED EVENT

**THU** SEPTEMBER 15  
— SPONSORED EVENT

**FRI** SEPTEMBER 16  
— BOUTIQUE EXPO

**SAT** SEPTEMBER 17  
— BEAUTY BASH

**SUN** SEPTEMBER 18  
— DESIGNER RUNWAY SHOWS  
— CLOSING PARTY

**\*\*SCHEDULE SUBJECT TO CHANGE**

NYFW

FASHION+TECH

SEPTEMBER 10-18, 2022

# SPRING/ SUMMER

# 2020. LAUNCH

**TUE FEBRUARY 18**

— *LIVE with Google x CURVY at Google NY*

**WED FEBRUARY 19**

— *Private Invitation Only Event*

**THU FEBRUARY 20**

— *Changemakers: NYC at Microsoft Flagship NY*

**FRI FEBRUARY 21**

— *iTalk4CURVY with KeKe Simót at Ogilvy*

— *Closing Party at Célon Cocktail*

*Bar & Lounge in the Bryant Park Hotel*

**SAT FEBRUARY 22**

— *LIVE in Houston*

**SUN FEBRUARY 23**

— *LIVE in Detroit at Music Town*

**MON FEBRUARY 26**

— *LIVE in Paris at PULLMAN PARIS TOUR EIFFEL  
with Dr. Sabrina Jackson*

Google  
Ogilvy

Microsoft

italk

COMCAST

MUSICTOWN  
DETROIT

LAUNCH WEEK

FEBRUARY 18-23, 2020

# FALL/ WINTER

# CURVY MAGAZINE.

*The official luxury life and style publication of the CURVY Revolution that covers every single moment of CURVY FASHION WEEK.*

## CURVY FASHION WEEK

Attendees will receive a special CURVY FASHION WEEK edition of the publication featuring all brands involved in the event. The issue will also be available online to our general readership.

## OPPORTUNITIES

Full Page Ad Space, Insertions, Editorial Spreads, Sponsored Sections, Sponsored Articles, Sweepstakes, Branded Sections, Branded Articles, Mobile App Advertising.

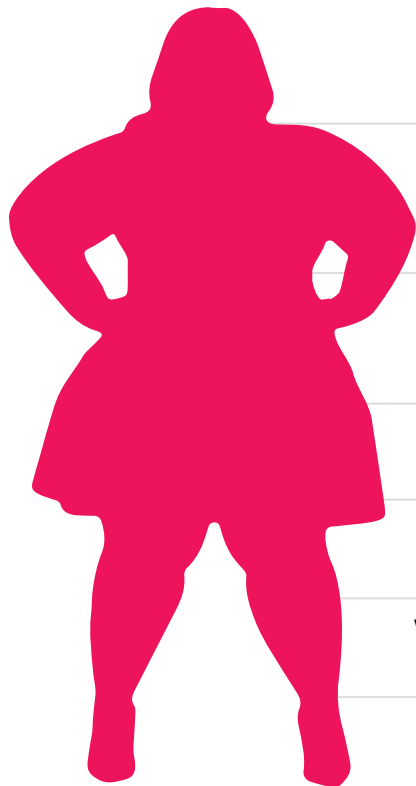


## CURVY'S READERSHIP

*CURVY Magazine launched in 2017, gained over 250,000+ unique readers in just 3 issues.*

*Readers spend an average of 15:19 mm:ss in every issue.*

# CURVY SOCIAL.



AVERAGE ATTENDEES  
PER EVENT CITY  
**500+**

AUDIENCE  
**female: 76%**  
**male: 23%**

MEDIAN HOUSEHOLD  
INCOME  
**\$47,708**

MEDIA IMPRESSION  
**6.1 M**

TOTAL E-BLAST  
**204K**

WEBSITE VISITORS/YEAR  
**13.6M**

MEDIAN AGE  
**32**

Nearly **39%** of our audience are **Millennials (25-39)**.

According to Women's Consumer Network  
**WOMEN control 85%**  
**of all personal & household goods spending**

Women's Consumer Network also notes  
**WOMEN consume more media than men per day (8.5h vs. 8.2h)**

**Nearly 60% of American Women are currently purchasing apparel in WOMEN SIZE 12 and above**

## INSIGHTS & SOCIAL STATS



TOTAL LIKES  
**524,993**



FOLLOWERS  
**537,678**



WEEKLY TOTAL REACH  
**6.2M**



TOP COUNTRY  
**USA**



TOP CITY  
**NYC**



DEMOGRAPHIC  
**76% WOMEN\***

\*with 27% being in the 18-45 age group

**FACEBOOK**  
**545K**

**INSTAGRAM**  
**38K**

**TWITTER**  
**24K**

We are delivering to an **audience of engaged fans** who are  
**"doers", spenders, and are highly influential** in their own circles.





# SPONSORSHIP.

When **CURVY Revolution** launched 10 years ago, our slogan was, “It’s NOT an event. It’s an EXPERIENCE!” Little did we know, our slogan would predict the future of retail marketing. In today’s marketing landscape, it’s all about the EXPERIENCE! Forbes says, “**Experiential Marketing Is The Future Of Retail**” and CURVY Revolution agrees! As a natural next step, we’re rolling out **#CURVYFW** as a combination of three of the most lucrative marketing and sales platforms. We have combined live streaming (with OTT syndication), social media, and experiential activations to leverage **CURVY Revolution’s** massive online following (500,000+).

**#CURVYFW** is an innovative approach to direct-to-consumer fashion events providing you with a unique opportunity to reach an affluent and trendsetting audience. This one-of-a-kind branding and marketing platform is the brainchild of our founder, with 20+ years in digital marketing and media, and Chief Product Officer. Our CPO was voted one of Forbes’ **MUST Follow Marketing Minds**. So we might be on to something, eh? Let’s work together to meet your marketing and sales needs!

Opportunities are available for companies in a variety of industries including fashion, technology, travel, financial services, automotive, art, jewelry and luxury products. We offer several sponsorship packages and creative activations that can be tailored to your brand’s unique needs and goals. Sponsors benefit from extensive press coverage, product placement, prominent name, promotional efforts, and much more.

## BY PARTNERING WITH US, YOUR ORGANIZATION CAN:

- o Get directly into the homes of our following, your consumer.
- o Utilize a unique and innovative promotional platform
- o Build brand awareness on a global scale with a trendsetting and upscale audience
- o Gain valuable insight into the needs and wants of an early adopting market segment
- o Cultivate profitable relationships with our direct to consumer approach.

Sponsors benefit from extensive press coverage, product placement, prominent name and product placement, promotional efforts, and much more.

# SPONSORS.

Past promotional partners, advertisers, and sponsors.

\*PARTIAL LIST

searsStyle™



★ macy's

Olay

COVERGIRL  
I am what I make up.

ma grandetaille.com

Red Bull®  
  
ENERGY DRINK

TMZ

*Wendy Taylor*

ITALIA VOGUE

AA®

dots



LAS VEGAS WEEKLY

FOX 5  
NEWS  
LOCAL. LAS VEGAS.



it COSMETICS™  
BY JAMIE KERN  
INNOVATIVE TECHNOLOGY COSMETICS

Bath & Body Works

VH1

HERSHEY'S

CHANNEL 955

sugar FACTORY



Google

SPANX®  
BY SARA BLAKELY®

PAUL MITCHELL®

dressbarn  
est. 1962

frederick's  
OF HOLLYWOOD



Tropicana

NORDSTROM

bravo

Microsoft

BEST BUY

EVANS  
SIZES 14-32

sonsi.com





# SPONSORSHIP PACKAGES



# SPONSORSHIP PACKAGES.

## TITLE SPONSOR

# \$ 50,000

- 30 Second Commercials ran on various venue screens, all social media stories and/or during Live Stream
- 15 VIP Event Passes
- Personalized Lanyards
- Company brand on all Live Streams with Tagging
- Inclusion in all Email Blasts + Press Releases + Press Ops
- Live on site pre-show interview (video)
- Inclusion in daily social media updates
- Company logo on all printed and electronic materials
- 5 marketing items included in attendees Giftbags
- Self standing ad banner at CFW events
- Podcast interview on The CURVY Show
- Logo on step and repeat
- Custom build-out / activation
- 1 Social Media Takeover
- Static linked logo placed on CFW site
- Published featured post on CurvyRevolution.com
- CurvyRevolution.com take over for entire event week
- Full Page AD in Curvy Magazine CFW Editional (Printed)
- On-site logo placement (i.e. gobos)





# SPONSORSHIP PACKAGES.

## PLATINUM SPONSOR

# \$25,000

- 10 VIP Event Passes
- Inclusion in Email Blasts + Press Release
- Logo Inclusion on Social Media Campaign
- Podcast interview on The CURVY Show
- 15 Second Commercials ran on various venue screens, all social media stories and/or during Live Stream
- Logo Inclusion on Step + Repeat
- Full Page AD in Curvy Magazine CFW Editional (Printed)
- Self standing ad banner at CFW events
- Custom build-out / activation
- 1 Social Media Takeover
- Static linked logo placed on CFW site
- Published featured post on CurvyRevolution.com
- On-site logo placement (i.e. gobos)

## TECH SPONSOR

# \$5,000

- 5 VIP Event Passes
- Inclusion on digital displays
- Inclusion in Email Blasts + Press Release
- Published featured post on CurvyRevolution.com
- 3 marketing items included in attendees Giftbags
- Dedicated Signage at Reception
- ½ Page AD in Curvy Magazine CFW Edition (Printed)





# SPONSORSHIP PACKAGES.

## HOST YOUR OWN EVENT WITH CFW

**DEDICATED EVENT**  
**\$ 5,000**

- Presenting event sponsor naming rights
- Company brand on dedicated Live Stream with Tagging
- Inclusion on digital displays
- 2 Event Passes
- Published featured post on CurvyRevolution.com
- 2 marketing items included in attendees Giftbags
- 1/2 Page AD in Curvy Magazine CFW Edition (Printed)
- Dedicated Email Blasts + Press Release





# SPONSORSHIP PACKAGES.

## REFRESHMENT SPONSOR

**\$ 2,500**

- Sponsor logo on water bottles and cups
- Inclusion on digital displays
- 2 Event Passes
- Choice of 1 item placed in gift bags

## PANEL SPONSOR

**\$ 2,500**

- Panel naming rights
- Sponsor logo included on specialized panel design
- Exclusive Inclusion on digital displays
- 2 Event Passes
- Choice of up to 2 items for onsite product placement



# VIRTUAL/VENDOR PACKAGES.

**MERGING TECHNOLOGY WITH FASHION** allows us to bring you unique opportunities. Not only can you create on-site activations, but we can also create what we're calling "virtual vendor spaces".

Based on your vendor level, you can run 30 second commercials during our live streams.

If you have never shot a commercial for your brand, that's okay because we have a full professional production team that can produce a stellar commercial for you for a nominal fee! Your commercials will also be included in our syndication.

**\$350**

## VENDOR TABLE

- 6x6 Vendor Space
- One Marketing Item Included in Gift Bag
- Listed in Program
- Business Card Ad in CURVY Magazine CFW Edition (Printed)

**\$2,500**

## COMMERCIAL VENDOR

- 12x12 Vendor Space
- Naming Rights of lounge
- 4 VIP Passes
- Post Event Coverage Inclusion
- Inclusion in Bi-Weekly Story Ad Social Media Updates
- Two Marketing Items Included in Gift Bag
- Listed in Program
- Self-Standing Banner
- Full-Page Ad in CURVY Magazine CFW Edition (Printed)
- 15-Second Commercial Played on Various Screens
- Full-Page Ad in CURVY Magazine CFW Edition (Printed)
- Logo listed on website
- Published Feature Post to CurvyRevolution.com
- Customize Vendor Space Design

**\$5,000**

## BRANDED LOUNGE

- À La Carte Vendor Space
- Naming Rights of lounge
- 4 VIP Passes
- Post Event Coverage Inclusion
- Inclusion in All Press Releases & Press Ops
- Inclusion in Daily Social Media Updates
- Inclusion in Weekly Email Blast
- Custom Lounge Design
- Two Marketing Items Included in Gift Bag
- Listed in Program
- Self-Standing Banner
- Published Featured Post on CurvyRevolution.com
- Full-Page Ad in CURVY Magazine CFW Edition (Printed)
- Logo Listed on Website
- Fully-Produced 60-Second Commercial
- Produced Commercial Played During Selected Live Stream





A woman with long, wavy brown hair is walking on a runway. She is wearing a black, studded, open-front jacket over a matching studded bra and shorts. She is also wearing black thigh-high boots. The background is a light-colored, draped fabric. The floor is reflective, showing the lights and the woman's reflection. There are several stage lights visible on the floor. The text "DESIGNER SHOWCASE" is overlaid in large, white, bold, sans-serif capital letters. There are also several white diagonal lines in the top left and bottom right corners of the image.

# DESIGNER SHOWCASE

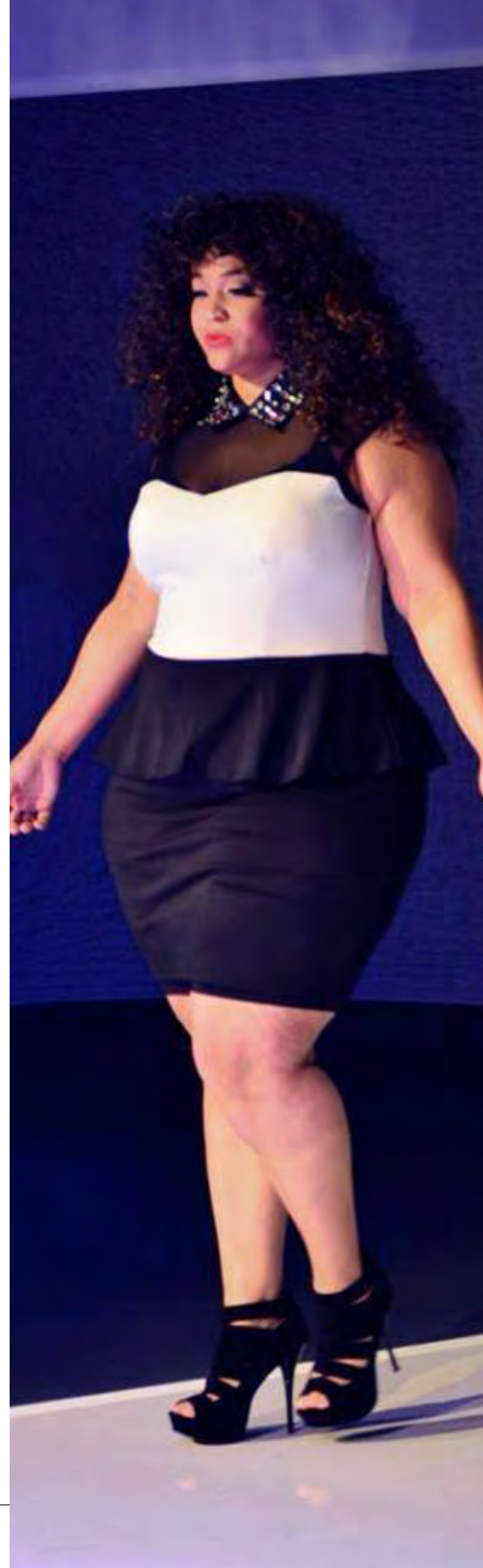
# DESIGNER SHOWCASE.



**\$ 500**

- Individualized runway show with up to 18 pieces
- Company tagged in livestream
- 4 VIP Tickets for show
- Buy now mobile feature inclusion during show
- VIDEO - Receive video link of your fashion in show.
- DIGITAL IMAGES - Receive one image per item on runway.
- Pre-Show live interview
- Post event coverage inclusion
- Inclusion in all press releases with look book distribution
- Dedicated social media updates
- Inclusion in email blast
- Designer profile listed on CFW
- Full Advertorial in Curvy Magazine CFW Editional (Printed)
- Company logo printed and electronic materials for show
- One marketing items included in attendees Giftbag
- Featured post on CurvyRevolution.com
- Logo played during show

PROFESSIONAL PRODUCTION FROM AWARD-WINNING EVENT PRODUCERS





A close-up photograph of a woman with voluminous, wavy brown hair. She is wearing a light blue, textured knit sweater. Her right hand is raised near her face, adorned with a large, colorful, multi-faceted ring. The text "ADD ON ADVERTISING" is overlaid in a bold, white, sans-serif font. The background is a soft, out-of-focus grey. Several white diagonal lines are scattered across the image, some intersecting the text and the woman's hair.

# ADD ON ADVERTISING



# ADD ON ADVERTISING.

NEED MORE **EXPOSURE** ON YOUR **BRAND**?

## CURVY MAGAZINE CFW EDITION

**\$100**

**BUSINESS CARD**

3 ½ " x 2 ¼ "  
.25" bleed

**\$300**

**¼ PAGE AD**

4 ½ " x 5 ¼ "  
.25" bleed

**\$750**

**½ PAGE AD**

4 ¼ x 11 1/8  
.25" bleed

**\$1000**

**FULL PAGE AD**

8 ½ x 11 1/8  
.25" bleed

### ADD ON TARGETED MARKETING - \$1,500

- Press Release Distribution
- Social Media Campaign
- Email Marketing Campaign
- Featured Post on CurvyRevolution.com

### GIFT BAG SPONSORSHIP - \$150

*(We are able to structure the gift bag sponsorship package to meet your needs)*

- Logo listed on CFW website
- Minimum of 150 items for distribution
- List in one e-blast

### IN-KIND DONATIONS

Designers willing to dress/style The Curvy Revolution staff members for enhanced publicity will be given free business card advertisements in the program booklet and product spotlight.

### PARTNERSHIPS

Every year generous media sponsorship is an important part of the Curvy Revolution. If you represent a media company and are interested in learning more about sponsoring please contact public relations department at [pr@curvyrevolution.com](mailto:pr@curvyrevolution.com)



# ANY QUESTIONS?

IF YOU WOULD LIKE TO  
**LEARN MORE, GET IN TOUCH**

Web: [www.curvyfashionweek.com](http://www.curvyfashionweek.com) | Tel: (917) 960-3774 | Email: [CFW@curvyrevolution.com](mailto:CFW@curvyrevolution.com)



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# #CURVYFW

**CURVY FASHION WEEK**  
BY THE CURVY REVOLUTION