



WORLD FASHION PARADE

FASHION SHOW | DESIGNERS | MODELS | CELEBRITIES | SPONSORS | MEDIA | ENTERTAINMENT | CHARITY

FASHION FOR PEACE

..... promoting world peace by virtue of Fashion
.... Charity Fashion Event

SEPTEMBER 25, 2016
GOTHAM HALL
1356 BROADWAY
NEW YORK, NY 10018

WELCOME/ CONTENTS **WFP 2016**

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MEET **RAJA GHIMIRE** – FOUNDER/PRESIDENT

EMAIL: Raja@worldfashionparade.com



Mr. Raja Ghimire, the Founder & President of World Fashion Parade Inc., has been a prominent entrepreneur in the field of business technology and fashion industry since 2013. With various companies under his belt, interrelated to fashion and business technology, Mr. Ghimire's dynamic personality, professional attitude, and unsurpassable commercial skills has led to numerous successful projects and startups. With an in-depth market analysis and the passion to promote Nepal's Art, Culture, Fashion, and Tourism – World Fashion Parade 2016 was formed with the passion to promote Nepal and its constituencies via the glamorous world of Fashion and Entertainment. With tremendous amount of experience, expertise and diligence, Mr. Ghimire assuming the role of a Director, is

also partnering with Rumi Awards – world's largest gathering domicile for artists, talents, fashion models and media professionals incorporating Miss International Pageant Awards and World Fashion Parade to be held at the Scottish Rite Center Oakland in December 2016.

With the dynamic personality to fit the commercial era of the 21st century, Mr. Ghimire who successfully completed Couture Fashion Week - New York as a Country Director, has now launched World Fashion Parade in the hopes of promoting world peace. He initiated an unparalleled showcase at Couture Fashion Week New York that included around a dozen prominent companies in such industries as tourism, fabrics, art and handicrafts. His undying passion, enthusiasm, and

unfathomed optimism to promote Nepal can one day bring a much needed change in the field of Arts and Fashion of Nepal.

Apart from being a successful entrepreneur, Mr. Ghimire also has a passion to help the less fortunate ones. He is the Co-Founder of Asha Nepal, which is an organization in Kathmandu that is devoted to preventing trafficking and abuse of girls and women in Nepal – caring for those affected by these issues and facilitating their safe reintegration into their communities. Furthermore, he is also an advisor to several Women and Children Development Organizations that specializes in helping the deprived distribute medicines and clothes in remote areas, help orphan children, and blood donation programs. He is currently partnering with

the Ambassador of Gorkhaly Foundation, a nonprofit volunteer organization of Washington D.C to raise funds to build a school in Bardiya, Nepal.

Similarly, in the education sector, Mr. Ghimire is the Director of SAGIP Consultant LLC., which provides service to the student of various countries around the world to choose appropriate Universities and curriculum in the United States. Mr. Ghimire is also an advisor of Nava Jeevan College, Kathmandu, Nepal – with its unique identity, offering quality education to the futures of Nepal. Additionally, he is also leading Nirvana Enterprises as the Marketing Director – an IT company in the USA that innovates job placement and IT staffing.

WFP **contact**

To Sponsor our event, to showcase your designs, and for corporate social responsibility please contact:

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HER HONORARY GOODWILL AMBASSADOR TO NEPAL TOURISM BOARD
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TEL: 682-553-1706
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WWW.NABINABASNET.COM

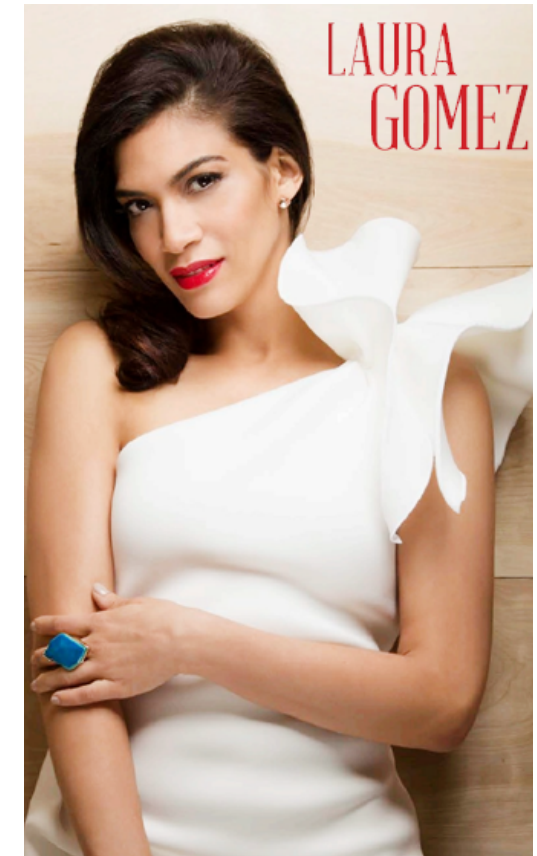
GENERAL INFO AND OTHER INQUIRIES: INFO@WORLDFASHIONPARADE.COM
INTERESTED MODEL INQUIRES: INQUIRY@WORLDFASHIONPARADE.COM


**WORLD
FASHION
PARADE**
Fashion For Peace

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WELCOME WORLD FASHION PARADE

We have all come together under the banner of World Fashion Parade in hopes of making a difference in the field of fashion and modeling with the genuine intent to carry our mission to the full extent. Effortless style, authenticity and easy-going morals are at the heart of the brand's philosophy. These positive values shine through at every level at the World Fashion Parade. This season, the event is dedicated to promote world peace. Dynamic team of WFP, with years of experience under their belt, to successfully coordinate the event and provide a global platform to promote World Peace, Nepal and its constituencies.



Fashion For Peace



Fashion is an Art! Art has no boundaries! An article of clothing can represent nations, culture, religion and the basic essence of human beings. Our main objective this year will be to bring designers, models, and audiences from around the world and unite them to deliver the universal message of world peace by the virtue of fashion and modeling. The multi-national event, now entering its 2nd Season, will be held on September 25, 2016 at the Historic Gotham Hall in the heart of Manhattan, NY. After one week of the New York Fashion Week, World Fashion Parade presents the latest collection by exceptional designers from around the world, world-class entertainment, chic after parties, world media, high-end buyers and much more.

Promoting Nepal

Together with the message of World Peace, World Fashion Parade is also contributing towards promoting Nepal and its constituencies. We are partnering with the Honorary Goodwill Ambassador of Nepal Tourism Board and are thrilled to include dazzling showcases of Art, Culture, Fashion and Tourism activities from Nepal. As Nepal recovers from the recent devastating earthquake, it is vital to reassure the potential travel and business partners that the country is absolutely safe and Nepal is welcoming visitors with open arms. With its diverse and historic cultural heritage, prime destination for adventurers and thrill seekers, one of the world's best food culture, and with its magnificent beauty, Nepal has to be on top of your travel bucket-list. The Nepal showcase at World Fashion Parade will also include around a dozen prominent companies showcasing our famous handcrafted goods and other items from Nepal.

#WFP

"AS NEPAL RECOVERS FROM THE RECENT DEVASTATING EARTHQUAKE, IT IS VITAL TO REASSURE THE POTENTIAL TRAVEL AND BUSINESS PARTNERS THAT THE COUNTRY IS ABSOLUTELY SAFE AND NEPAL IS WELCOMING VISITORS WITH OPEN ARMS."



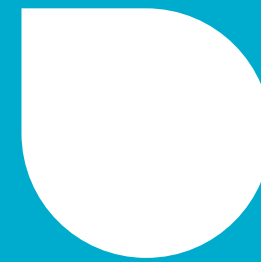
THE REAL FUTURE LIES IN THE HANDS OF **THE NEXT GENERATION**



"WORLD FASHION PARADE IS PARTNERING WITH THE AMBASSADOR FOR GORKHALY FOUNDATION, WHO IS CURRENTLY RAISING FUNDS TO REBUILD THE SCHOOL AND SECURE THE FUTURE OF 800 STUDENTS IN THE SMALL VILLAGE OF BARPAK, NEPAL."

World Fashion Parade is a proud partner of #RebuildBarpak campaign by Gorkhaly Foundation of Washington DC. Barpak village was the epicenter of the Nepal's earthquake and had three schools all of which were destroyed by the 7.6 M earthquake and recurring aftershocks. Currently schools are operating from unsecure makeshift tents and huts, even in freezing temperatures and rain. "Shree Bhagawati Lower Secondary School", a government institution with over 800 students (55:45, Boy: Girl ratio) is one of these schools. World Fashion Parade is partnering with the Ambassador for Gorkhaly Foundation, who is currently raising funds to rebuild the school and secure the future of 800 students in the small village of Barpak, Nepal.

www.gorkhaly.org



#REBUILDBARPAK





ASHA NEPAL

“Asha” means HOPE. “Let us all come together to give hope to those in need”

World Fashion Parade is also partnering with Asha Nepal an initiative to stop human trafficking in Nepal. Asha Nepal has been rescuing girls who are sold into the horrific life of brothels and prostitution. These innocent women suffer from both mental and physical health - PTSD and HIV. Unfortunately, once they pass away, they leave their children behind. Asha Nepal has been taking care of children who have escaped the terrifying future in the brothels, and the ones that have been orphaned by HIV infected mothers. In addition, Asha Nepal rescues street children, provides home to young girls (as young as 13) who have been molested and impregnated, women with mental disorder, prisoners of crime and women abused by spouse and family in most of the cases almost burned to death. Asha Nepal takes care of everyone as their own and looks after about 50 people, all different ages. But since the 7.6 magnitude earthquake that devastated Nepal, Asha Nepal is struggling to cope with monetary issues. The earthquake's devastation has threatened to throw them into despair as the realization dawns – their home of thirteen years is so damaged that it is uninhabitable. As they now sleep outside at the doorstep of the only real home they have known, the shock of their situation is sinking in. Food is scarce and the ones with HIV that need medicines and shelter from the cold and rain are especially vulnerable.



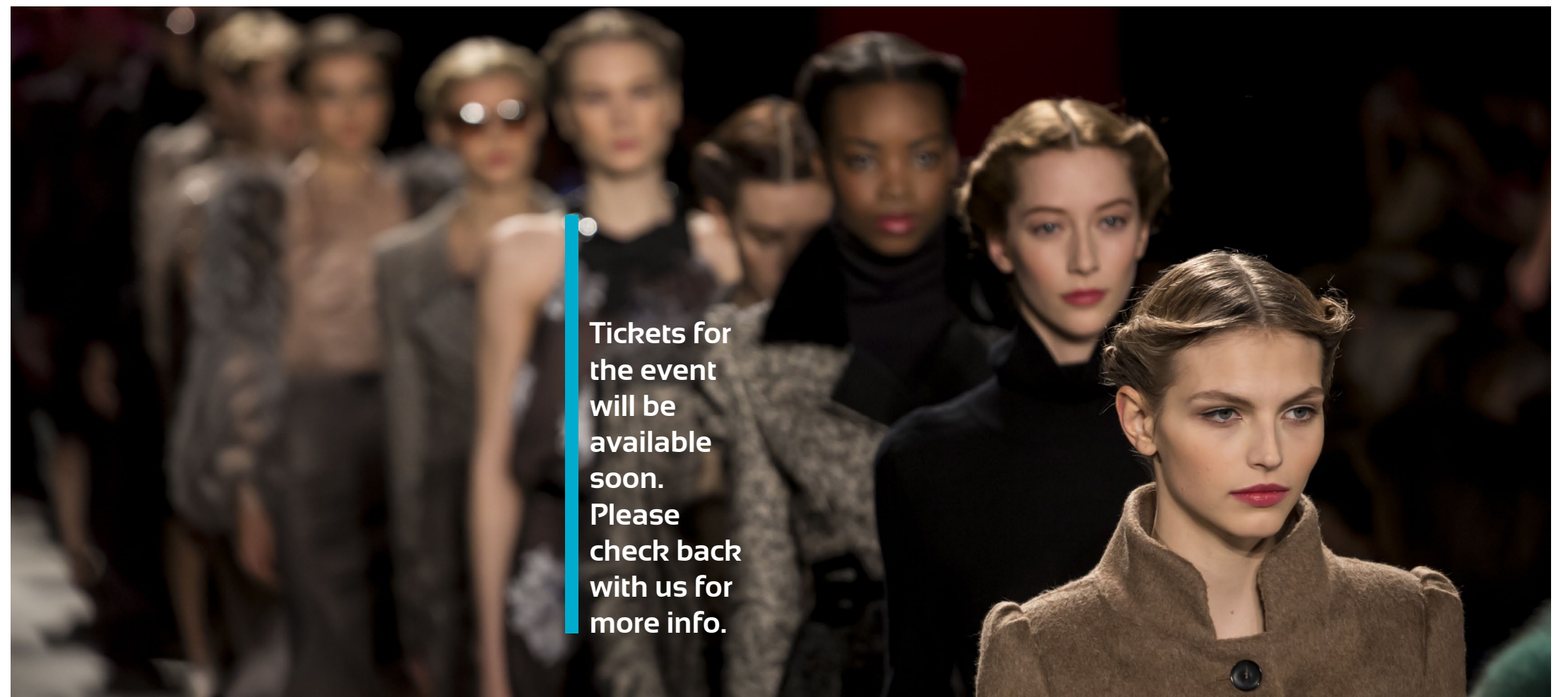
VENUE AND DATE

WORLD FASHION PARADE
SEPTEMBER 25, 2016
GOTHAM HALL
1356 BROADWAY
NEW YORK, NY 10018

GOTHAM HALL

Constructed in 1922-24 as The Greenwich Savings Bank building, the imposing new headquarters was to mark this institution's progress from its modest Greenwich Village origins to a prominent midtown location, is one of the refined examples in the impressive corpus of bank buildings from the firm of York. As you pass through the imposing brass doors, you enter the heart of Gotham Hall – the Grand Ballroom. In a room built for royalty, you will be captivated by the remarkable presence. This room commands as you immerse yourself in every lavish detail and your eyes are instantaneously drawn upward to the miraculous gilded ceiling centered above the inlaid marble floor, unique gold-leaf honeycombed design sits a one-of-a-kind 3,000 square foot stained-glass ceiling. Regal granite walls and solid limestone Corinthian columns adorns each end of the hall.

GOTHAM HALL



Tickets for
the event
will be
available
soon.
Please
check back
with us for
more info.

SPONSORS

Sponsor the Fashion for Peace initiative

Sponsoring us is supporting our initiatives for global peace, prosperity, Nepal tourism, educating the future generations, and stopping human trafficking. Our sponsorship packages allow your brand to be the exclusive partner in a particular category on-site at World Fashion Parade. This is a unique opportunity for each our sponsors to be included in all of World Fashion Parade campaigns – those leading up to, during one of the most exclusive fashion events this year, and post event marketing. Along with the presenting sponsor, your brand will be promoted as part of the event's comprehensive media, marketing and promotional efforts. With over thousands of attendees and over 200 project media outlets with a reach of over 100 plus countries, World Fashion Parade offers unparalleled grounds for our sponsors and partners for marketing and exposure.

Key partnership categories are listed below, but are not limited to:

- » Apparel / Accessories
- » Automotive / Motorcycle
- » Beauty: Haircare / Make-up / Skincare
- » Beverage: Soda / Water / Energy Drink
- » Electronics
- » Entertainment: Film / Music
- » Financial: Bank / Credit Card
- » Lifestyle: Spa / Fitness
- » Liquor: Wine / Beer / Spirits
- » Hospitality: Restaurant
- » Nightlife: Casino / Lounge / Club
- » Travel: Hotel / Airline



SPONSORSHIP PACKAGES



#Tier 1

Title Sponsor- USD 100,000

- Insertion of sponsor's name as "Your Company Name" World Fashion Parade.
- Premium logo placement on website, posters, event screens, email blasts, red carpet backdrop, and other promotion materials.
- Sponsor business logo or/ and name will be placed in main banner the event.
- Provide space at the venue to promote your business.
- Endorsement by the event host and invited celebrities announcement of the name and or product of sponsor throughout the event.
- Your 30-40 second ad(No audio) on venue interior electronic billboard, all days of the shown minimum 80 times per day.
- Logo on the side of gift bags, a powerful Visual branding everyone will carry and keep.
- Event t-shirt and wristbands with your logo.
- Press interview opportunity during event and photo-opp with celebrities and invited dignitaries.
- Priority will be also be given to Title sponsors for post-event marketing of your business or product through various media coverage, social media, website and email blasts.
- Complimentary 6 VIP passes for the event and VIP Gala after party.

#Tier 2

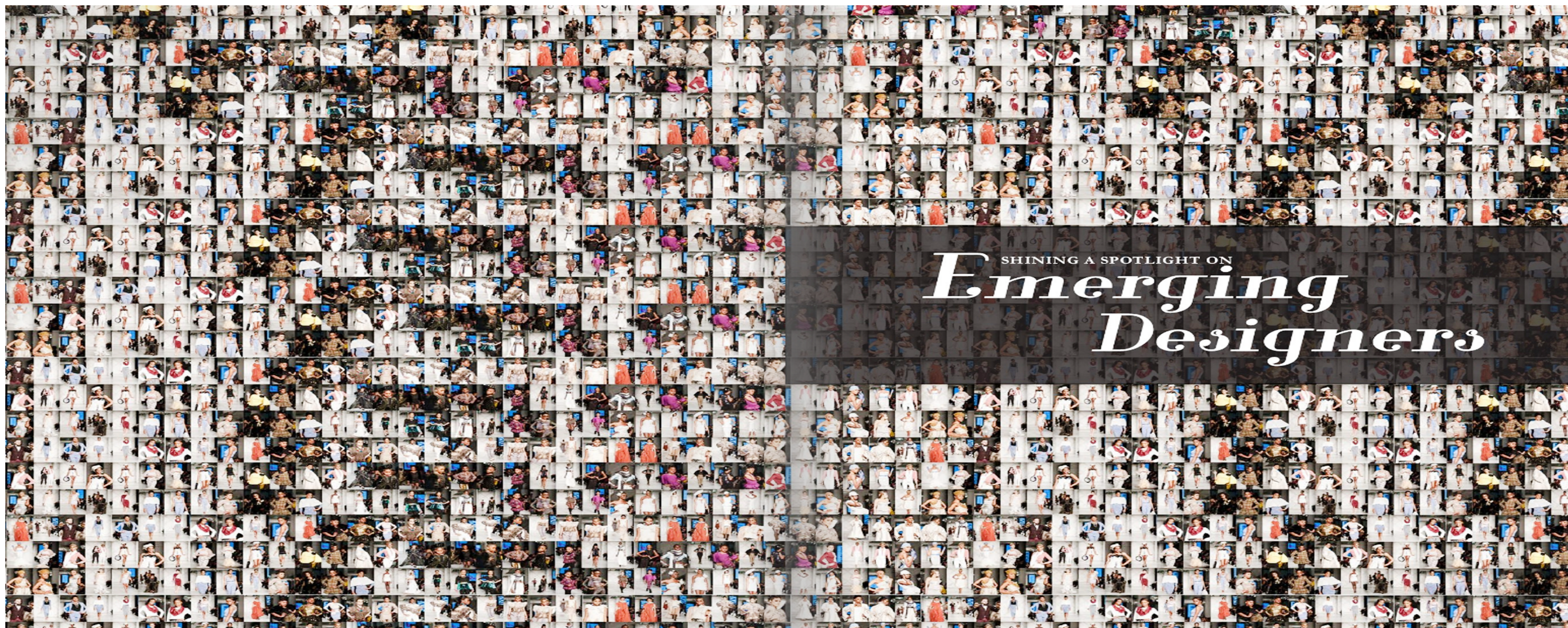
USD 50,000

- Insertion of Sponsor's name as World Fashion Parade sponsored by "Your Company Name".
- Premium logo placement on website, Poster, event screens, email blasts and othe promotional materials.
- Provide space at the venue to promote your business at a discounted rate. Please contact us for more info.
- Endorsement by the event host of the name and or product of sponser throughout the event.
- Your 15 Second ad (NO Audio) on the Venue interior electronic billboard, all days of the event looped with other sponsors and shown minimum 80 times per day.
- Logo on one side of gift bags, a powerful visual branding everyone will carry and keep.
- Press interview opportunity during event and photo-op with celebrities and invited dignitaries.
- Post-event marketing of your business or product through various media coverage, social media, website and emails blasts
- *Complimentary 4 VIP passes for the event and the VIP Gala after party.

#Tier 3

USD 25,000

- Insertion of sponsor's name as World Fashion Parade other sponsors "Your Compan Name".
- Logo Placement on Website, Posters, Emails Blasts, and other Promotion materials.
- Endorsement by the event host of the name and or product of Sponsor throughout the event.
- Post-event marketing of your business or product through various media coverage, social media, website and email blasts.
- Complimentary 2 VIP Gala after part.



SHINING A SPOTLIGHT ON *Emerging Designers*

SHOWCASE YOUR DESIGN



USD 10,000

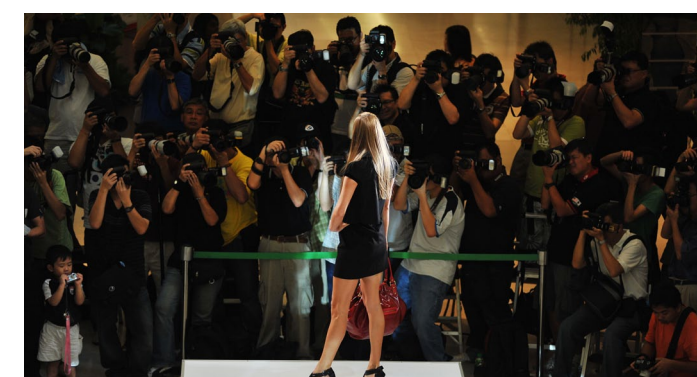
Reach an affluent, trendsetting and fashion conscious market segment via a one of a kind multinational branding and marketing platform. An engaged on-site audience with a projected reach of over 100 plus countries and buyers closer to you.

WORLD FASHION PARADE WILL PROVIDE :

- » Runway
- » Models
- » Hair & Make-Up Services
- » Dressers
- » Rolling racks
- » Seating/Standing room for guests
- » Air Conditioning , Lights, A/V System DJ Set Up, and Fully Equipped Backstage
- » Inclusion in PR and Marketing Materials

DESIGNER REQUIREMENTS INCLUDE:

- » Provide the music/Show soundtrack
- » Provide program guide for distribution with
- » Guest outreach
- » Provide Logo and all necessary artwork for press release and marketing materials
- » Provide clothes
- » Provide Sign for Runway
- » Designer's travel and lodging expenses.



OUR PREVIOUS SPONSORS



METRO LOOK



NOT YOUR
MOTHER'S



EVENT OVERVIEW

DATE: SEPTEMBER 25 2016

VENUE: GOTHAM HALL

1356 BROADWAY, NEW YORK, NY 10018



TOPIC OF SHOWS

RESPONSIBLE FASHION

COLORS OF THE WORLD: NEPAL AND EAST ASIA

FASHION FOR PEACE



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