



SPRING COLLECTION 2023

PRESENTED BY ALL STAR PRODUCTIONS/THE
COLLECTION

Follow us on Social Media <[@Thecollection.atl](#)>



**“Billboards don’t come to just anyone, nor does it come overnight!
Last year’s collection made it to a billboard in Times Square located in New York, but
this year’s rollout will be different. We plan to bring together one of the most exciting
shows yet..**

**A collection of fashion & culture will always be the influence and identity of our great
city we call “Atlanta”. This year’s collection will be a high fashion show that will
showcase all of the culture, fashion, and music trends that make this city “Black
Hollywood”. Designer brands will be selected from an exclusive list of the hottest
urban street clothing from exclusive designers located here in Atlanta.**

**This is just the beginning of what we plan to do with our platform. It’s more in store
for what we all can do together with bringing the best of the best together in each
city around the world. We want to promote the CULTURE ! The collections will be
revealed..**

WHAT IS THE COLLECTION?



Our goal is to create a platform with a culmination of the top creators/influencers every season, bringing together people from different backgrounds with their own various talents. Whether that be within the modeling, music, fashion, or entertainment industry. By putting similar industries together that truly embody Black Culture, yet reach a very broad audience we are able to ensure that each and every event is nothing like the last and is always pushing the boundaries of not only what a fashion event should and can look like, but also making sure each and every event done by The Collection is an immersive experience for every participant. We are creating the space and platform for people to showcase the culture and its entirety.

Goal of The Collection

- The Spring Collection show will be an opportunity to build off the success and momentum of Winters Collection. Giving an experience that makes people **feel, hear, and see** when we think of **SPRING**.
- Solidifying our platform as a welcoming, constant & adaptive growing space for black creators and influencers to showcase their talents in the fashion world on a grand scale, with a very unique event that blends all things into one.
- Incorporating a set of new designers, new models, and new influences within the industry for every show will give The Collection the opportunity to reach and influence growing, hungry & talented creators who want to put their name on the map.
- Similar to Collab Studios, a studio not only for creators and influencers to come together to make projects that reach the masses, but also help to give those not usually given the tools nor resources the room to grow and be successful. Two entities pushing the boundaries and opportunities for what the culture itself is.



Plan for Spring Collection

ADVERTISEMENT ADS & IDEAS

- **Promo team & Promo Events:**
 - In house models will coordinate with Hugs & Judea, Model Director, on locations or initiative we should visit to maximize promo & marketing ideas
 - Visit colleges in the Atlanta Metropolitan Area
 - Photoshoots or sets - Hugs will coordinate any photoshoots or content ideas needed to maximize exposure
 - Popular lounges and event areas in the area to push the event doing interactive actions to draw attention
 - Trendy Stores - have a little pop up fashion show, showcasing a couple of models and brands to showcase or promote the type of vibe we are bringing
- **Social media ads on instagram:**
 - Facebook
 - Instagram
 - Snapchat
 - Twitter
 - LinkedIn
 - Any Media Outlets or Model Platforms
- **Reels and tik tok from the In-house model team:**
 - Weekly post to capture algorithms and tickets sales
 - Inhouse models will post every week
- **Influencers and content creators promotion.**
- **Commercial for the festival**

Advertising



Models & Influencers



Modeling Director: Judea

Max # of models - 35

Extras - 15 extra models/influencers on standby

Inhouse- In House models for the Spring Collection will assist with promotion, reels, and tik toks, they will be featured in photo shoots throughout the marketing campaign and at media day.

Runway- Runway models are the face of the show itself and will be expected to be at workshops and Runway practice, a combination of both influencers and models selected from the casting call. Giving those with potential the opportunity to show their skills to a large audience

Model & Model Director

Bar & Liquor:

- Designing the bar with flora and vibrant colors/lights to draw attention to the bar.
- Drinks being named specifically to push the Spring theme with a fun twist.
- Medium used for drinks being unique in its own right, shaped as a flower or another abstract design with vibrant colors

Types of Drinks:

- Lemonade
- Cranberry Juice
- Orange Juice
- Sprite
- Coke

Types of Liquors:

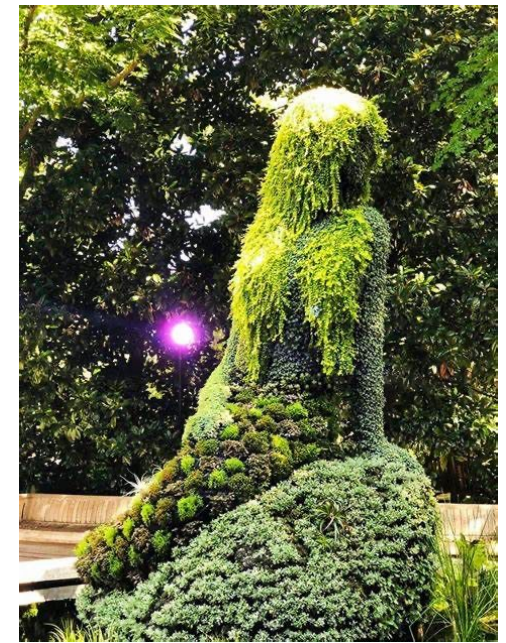
- Titos
- Hennessy
- Casamigos
- Bourbon or Cognac
- Whiskey



Bar & Liquor

The Creative direction and set design can be nothing like the last, each season being different. Adding new or different components based on the season and the types of brands and individuals a part of the show that season. Spring being the current season, every facet of the set design must truly push that narrative.

- Unique array of vibrant colors, a representation of the season and the energy in these months.
- Incorporating flora symbolic of Spring/ unique arrangements that grab the audience's attention.
- Lighting sequences/images unique to Spring Collection
- Choreography/ theatrics incorporated to utilize the space in its entirety
- A creative direction that leaves the audience in shock because they've never experienced a high end fashion show in Atlanta with all the entities of a New York fashion Week Fashion Show



Creative Direction & Set Design

MEDIA DAY: The Collections Brands and Influencers/Models

Media Day is a unique aspect of The Collection that will happen each season, bringing together all models & influencers who are a part of that season. This platform will show a collection of created content and highlights of those respective talents in a much in depth scope. You will now be able to see the personality of all the creators as one entity that will group all premier influencers as this season's top dog. This now gives another recap of not only the brands but the influencers who will bring those brands to life. Each Collection will have a set of participants who will be added to the Collection's YearBook. Every season will be added to the collection and will always be a part of the collection.



Media Day For The Collection

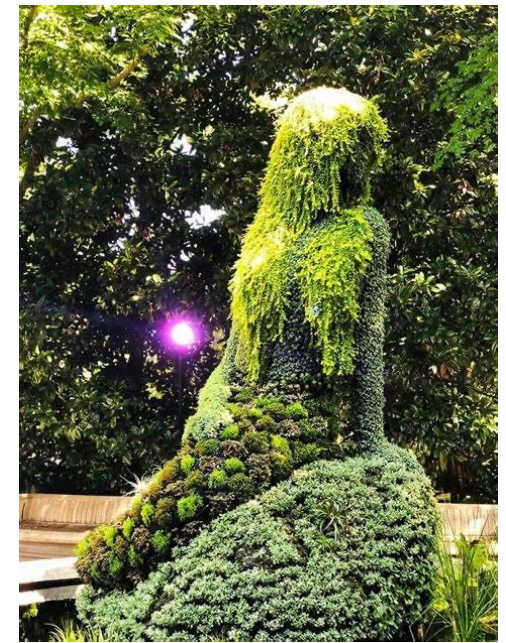
- The Spring Collection will utilize transition from Winter to spring in the most expressive way possible. This will be a time where people who were less inclined to be at events due to the colder climate, are more likely to come outside and attend more events.
- This shift in season will be a big component of the marketing campaign and will be showcased in the creation of content reels, social media engagements, and media content that will grab that attention of the fashion audience in Atlanta.

Marketing Director: Hugs of TRSH Magazine

Hugs will be the lead on creative direction for content & ideas that will help that the show maximize the platform that has organically been created through genuine relations.
(creation of content reels, social media engagements, and media content)

Areas of Focus

- Showing in-house models shift from clothes more representative of Winter to clothes more suitable for the Spring Season in a unique fashion. Creating a trend that social media can follow and recreate within the fashion space showcasing their own personal style.
- Comedic skits/shorts that incorporate the change of season and tie in with clothing.
- Interviews or recaps of what people experienced before, during and after the show



Marketing & Content Direction

Media Day Components: XXL freshman cover like Brand Shoot for all participants

- Interviews for Models, Influencers, and Brand Owners
- Network Mixer
- Photoshoot of Models
- Photoshoot of Influencers
- Photoshoot of Brand Owners
- Photoshoot of Videographers/Photographers for Spring Collection
- Back Drops
 - Black, White, Baby Blue, and Grey

TRSH MAG X THE COLLECTION:

A segment similar to usual **Trsh Mag** content but shaped for Spring Collection with specific questions pertaining to fashion, modeling, etc that not only are entertaining but also relatable as well.



TRSH MAG x THE COLLECTION

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EXECUTIVE TEAM



CHINEDU OSIAN
President & Director



AAMIRI DUCKSWORTH
Co Director & VP Modeling



K'LIN EPPS
*PROJECT MANAGER &
Public Relations | Co Director*

Marketing Team

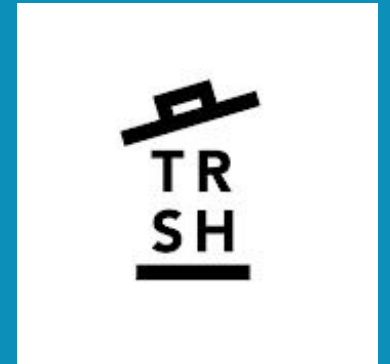
- JARVIS – @VIBESINATL
 - 155,000 FOLLOWERS
- TRSHMAG - @trshmag
 - 160,000 FOLLOWERS

Collaborating with major platforms such as VibesATL and TRSHMAG, will give an opportunity for our show to be shared across multiple platforms in order to help us reached multiple demographics and a larger fanbase.

MARKETING TEAM



VIBESINATL
*Promotion &
Marketing*



TRSHMAG
Hip Hop Media
Outlet

Event Format

Host:

- Lexy Gray - 247,000 followers (@lexygray_)
- iamkingroy- 18,400 followers (@iamkingroy_)

Date:

- April 21st, 2023

Time:

- 7:00 PM to 11:00 PM

Location:

- Collab Studios ATL

Platforms:

- Facebook, Instagram, Twitter, and Tik Tok



Collab Studios x The Collection 2023

55 Ormond St SE, Atlanta, GA 30315

Event Format

Expected Audience & Seating

- *500-600 Expected Guest*
- *200-350 Chairs*

Vendor Room Section for Vendors

- *Vendors & Networking Mixer*

Design

- Collab Studios ATL – **In-House Operations Team**
 - Runway
 - Seating Arrangement
 - Set Design Ideas & Direction

Platforms:

- *Facebook, Instagram, Twitter, and Tik Tok*



Collab Studios x The Collection 2023

55 Ormond St SE, Atlanta, GA 30315

Influencers/Models

➤ **Gucci (@mynamegucci)**

Model\Actor - 94k followers on instagram MTV, NOWthatsTv, reality tv actor

➤ **Theowisseh (@theowisseh)**

Influencer - 662k followers on Instagram

➤ **Metro Marrs (@metromarrs)**

Recording artist signed to Quality Control Music - 55k followers on Instagram

➤ **1BSlime (@1bslime)**

Recording artist signed to YSL Music Records - 110k followers on Instagram



**Spring Collection
2023**



CORBIN LUXURY CLOTHING



98 GARMENTS



VIGILANT & VITOROUS



HOLLYWOOD HIDEOUT



FINEST STUDIOS - CLOTHING



REESE ALEXANDER

HELLRAISER



@keezuspicasso



MRAFFAME

Packages for Sponsor Levels:

- **Gold Package - \$17,000**
 - Brand Placement
 - *Your logo will be promoted 2 main attraction spots throughout the studio*
 - On Stage Recognition
 - *" We do want to take the time to show appreciation for our newest sponsorship."*
 - Social Media Promo
 - *Content Reel - oriented for the company and the show*
 - Branded Swag Bags or Gifts Bags
 - *Customized pens T-shirts with brand logo, QR-coded wristbands, Sunglasses*
 - *Keychains*
- **Platinum Package - \$25,000***
 - Brand Placement
 - *Your logo will be promoted 4 or 5 main attraction spots throughout the studio*
 - *Mural Wall, Front Entrance, Bar, Vendor/Mixer Room, and Fashion Collab Tunnel*
 - Social Media Promo
 - *Content Reel - oriented for the company and the show*
 - Naming Rights Promotion Opportunity
 - *" Spring Collection Show powered by [Your Company's Name] "*
 - Commercial or Billboard
 - *7 Celebrity Influencers, 5 Social Media Posts, 5 Social Media Stories*
- **Here's a direct link to a recap video of the Winter's Collection this past January:**



Sponsorship Packages