



CRYSTAL *Couture*

Crystal Couture is coming back in 2010! Building on the most successful aspects of last year, Crystal Couture 2010 will be held from 6 PM to 10 PM on Monday, February 1 to Saturday, February 6th. We expect between 3,000 - 5,000 attendees over the six-day event by offering a unique opportunity to view some of the area's best fashions, as well as the opportunity to purchase items straight off the runway!

As with last year, we are inviting top fashion partners and brands - salons, restaurants, and clothing, shoe and accessory retailers - to participate in this event. Space is limited, so fill out the **online form** by November 30th, 2009 and your logo will be featured in the Crystal Couture ad in the January/February edition of DC Magazine. You may also contact Charles Gray (cgray@crystalcity.org or 703-412-9430) for the online form link or additional information.

Visit www.crystalcity.org for pictures from last year's events!

Monday, February 1st through Saturday, February 6th
6 PM to 10 PM

6 Fun Nights, 1 Wild Sexy Theme
Jungle, Jeans, Tats, Tees and a little Tease!

JUNGLE – Animal Prints/Native Garb/Eclectic

JEANS – Denim

TATS – Body Art, Henna, Facepainting, Temp Tats, Wearable Art

TEES/TEASE – Art Whino Competition, Lingerie (for the TEASE) featured at the closing night on 2/6/2010

Fashion Partners Will:

- Staff and decorate an event booth for trunk shows and merchandise sales
- Market the event through existing email lists and websites
- Present their line in a creative, yet organized fashion
- Bring their own garment racks, mannequins, hangers, steamers, and any other fixtures needed
- Provide reduced and competitive prices and are responsible for collecting and reporting VA State Sales Tax (5%)
- Activate their fashion through runway show participation

Crystal City BID Will Provide:

- Booth space of approximately 8' x 10' with table, linens and seating
- Overall room décor, music and sophisticated lighting
- Promotional Marketing Materials (Flyers/Posters/template PR)
- Print (Washington Post, METRO, and Local Newspapers Ads)
- Radio Ads (MIX107.3 Aly Fashion Fix, WAMU, WTOP, and more)
- Direct Mail to area residents
- Electronic and Social Media (Websites, Newsletters, Blogs, Facebook, Twitter, etc)

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