

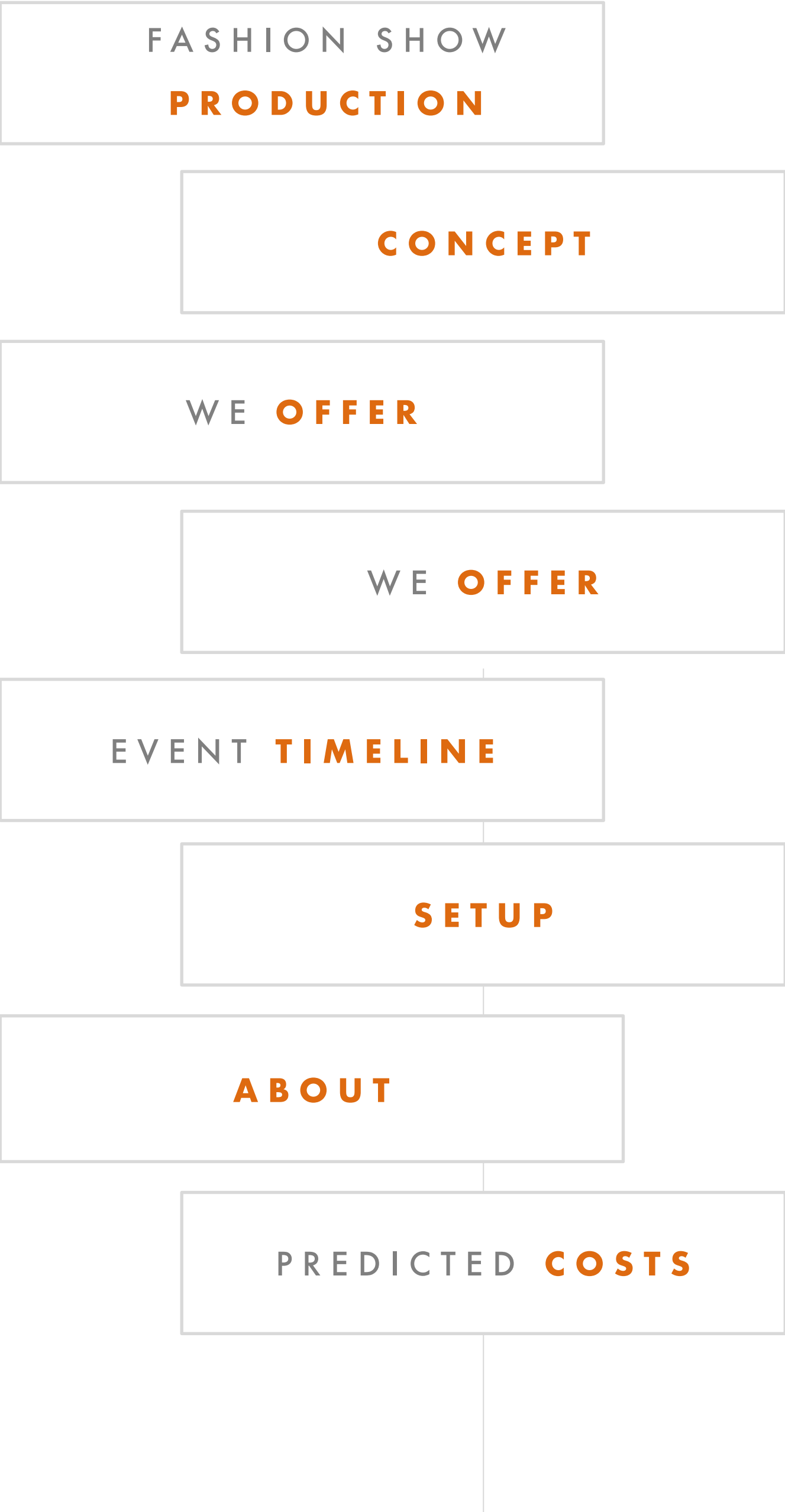
VINO KILO

VINTAGE KILO SALE | WINE | ~~FLEA MARKET~~

Production
Concept
We Offer
We Offer
Event Timeline
Setup
About
Predicted Costs

Fashion **Show**

CONTENT

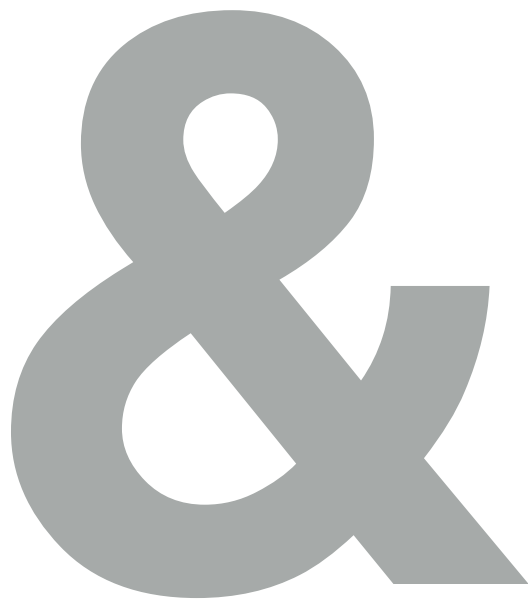


Fashion **Show**

PRODUCTION

VINO KILO

VINTAGE KILO SALE | WINE | ~~FLEA MARKET~~



SOUNDOF A FISHING BOAT

Subcontracting for the production of the show

You Can Write **Here**

FASHION SHOW

VINOKILO brings a sustainable fashion show – experience to the audience at Springbreak 2019.

VINTAGE & SECOND HAND
THE FUTURE OF FASHION

Experience **Vinokilo**

FASHION CATWALK – SHOW

– at Springbreak 2019 where models present the latest, stylish combinations of vintage clothes. Interact with the models to get a good look at their styles as they pose and present their look. Shop directly off the runway at our Vinokilo store.



Vinokilo **Fashion Show**

CONCEPT

VINOKILO BRINGS A

sustainable fashion show – experience to the audience at Springbreak 2019. At given times during the day there will be a Fashion Runway Catwalk show in which models present their VINOKILO looks on stage with professional lighting and music. This is followed by a Fashion Presentation in which models stand to allow for interaction with the audience and a closer look at their styles. They are dressed in ‘extravagant’ clothing combinations of Vintage items found at the VINOKILO stall.



Vinokilo **Fashion Show**

WE OFFER

1. Experience

Fashion Show

Opportunity for the wider public to experience a fashion shows first hand.

2. See Now Buy

Now'

Experience

possibility for customers to retail Fresh off the Runway. The visitor/spectator gets immediate access to the items / designs presented on the runway.

3. Sustainability

aspect, all items presented are from Vinokilo. These secondhand items are hand-selected from the 60s - 90s. No new clothing items are being produced in the sales process of these garments

TIMELINE

The exact timings of the Fashion Show will depend on the time slots given by Luxexpo.

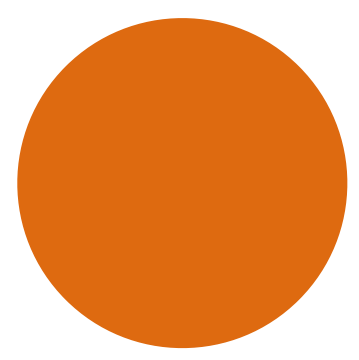
-120 MINS PRIOR-
MODELS AND STAFF ARRIVE

-60 MINS PRIOR-
STYLIST + MAKEUP + HAIR + STYLING
MODELS

A separate room or space would help in the process.
We are planning to have 14 Models (7 Male and 7 Female)

-15 MINS PRIOR-
MODELS TAKE POSITION

Ideally we would love to have the Models to line up behind the stage ready for the show



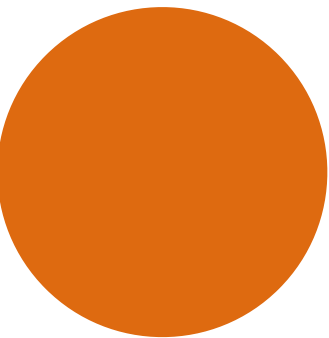
SHOW STARTS (1- 5 mins)
Musical introduction, audience arrives

With the sound which will be composed especially for the show we would like to create suspense and get the audience to take their positions along the stage and catwalk

6- 18 MINS
Models walk the 'Grand Finale and assemble at given positions amongst audience

The exact position and formation will be developed alongside the floor-plan and guidance from Luxexpo Team

6 - 16 MINS
One by one Models walk the runway



18 MINS - 25 MINS
Light and Music changes

Models will be standing amongst audience not moving

6- 18 MINS
**Models walk the 'Grand Finale and
assemble at given positions amongst
audience**

The exact position and formation will be developed
alongside the floor-plan and guidance from Luxexpo
Team

25 MINS
Models walk of the runway

Sound / Music will indicate the end of the show

Vinokilo Fashion Show - LUXEXPO

SETUP

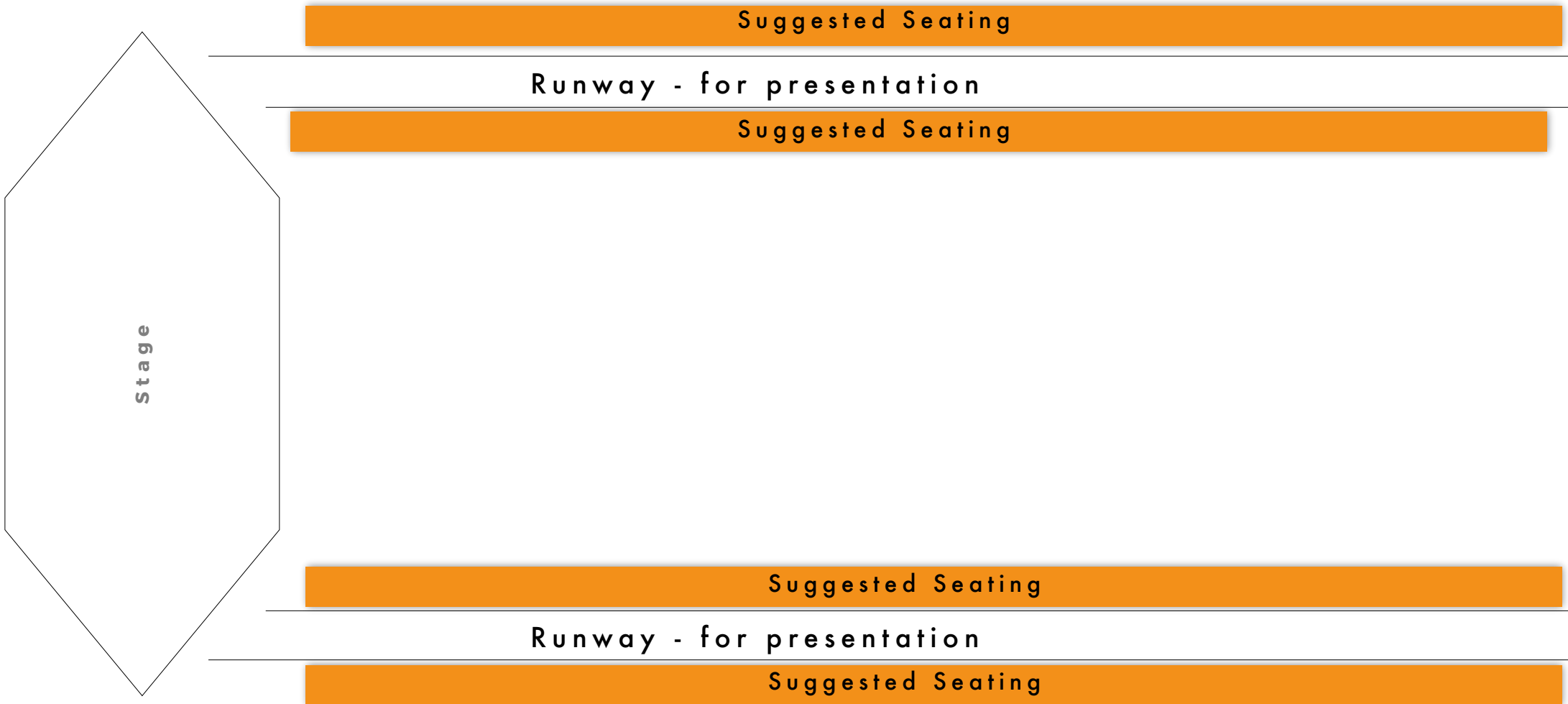


Layout

FASHION SHOW

SET UP

In detail this would need to be determined alongside the Luxexpo - Springbreak Team. This set up can also be determined further down the line - Based on the floor plan. Ideally, there is a seating arrangement next to the stage + 1/2 arms that reach out from the stage. These are surrounded by 2 rows of seating/ benches – depending on height of stage.



02 Look



Look 01



Look 03





About

VINOKILO

VINTAGEKILO SALE | WINE | ~~FLEA~~ MARKET

Vinokilo is a social enterprise which runs Germany's biggest pop-up event for second hand clothes.

Second hand clothes are handpicked out of containers of clothing waste. They are curated, cleaned and repaired and sold as vintage (all time classics 60s - 90s) at our pop up events (in Germany, Netherlands and Nordics) per kilo price and in a feel-good atmosphere of wine, food and music.



About

SOUNDOFAFISHINGBOAT

is a New York City based Independent Creative Agency that is primarily focused in art and fashion and has curated shows for New York and Berlin Fashion Week as well as various content for *Models.com*, *Vogue*, *Kloss Films*, *Roberto Cavalli*, *Off Broadway*, *Parsons i.a.*

WHAT DO WE NEED?







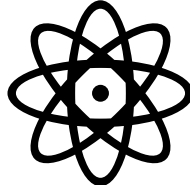

To guarantee the success of the fashion show we have following requests.

- Lighting - The set up can be determined further down the line. We are imagining a prefixed lighting set up with good lighting of the runway stages. Here is an example of technical specifications: (5-8) LED Uplights per arm, (2) LED Stage lights per arm
- Sound system - we would require Speaker System & Pioneer Dj System
- Changing Room / Space for Models would be something which would tremendously help in preparation.

Fashion **Show**

PREDICTED COSTS

Below you will find a list of all the cost drivers we normally encounter at fashions show (Streetstylecon & MBFW - Berlin). As discussed on our call we are able to cut costs for Models and light and sound system equipment.

							
Staff	Beverages	Production	Extras	Venue	Models	Lighting	Sound
A stylist for two days would be budgeted at 500 Euro for 2 days	For Models and Staff we budget 25 Euro/ per head per day for food & beverages. 400 Euro for 2 days.	The show will take approximately 30h to produce and execute. Which would come to 1500 Euro (50 Euro/h)	All extras will be covered by Vinokilo.	Venue is covered by Luxexpo - Team	Will be attempted to be sourced via social media channels of Vinokilo.	Lighting will be provided by Luxexp - Team	Soundsystems will be provided by Luxexp - Team

Fashion **Show**

FINANCIAL REQUIREMENTS

Taking into account that Vinokilo is only allowed to be present at Springbreak through a differentiation in the offering (Fashion Show). We are able to run a fashion show at a mere financial requirement of 2400 Euro. This can drop to 2000 Euro if food and beverages are provided.



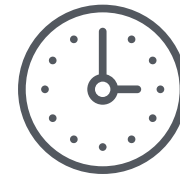
Staff

A stylist for two days would be budgeted at **500 Euro for 2 days**



Beverages

For Models and Staff we budget 25 Euro/ per head per day for food & beverages. **400 Euro for 2 days.**



Production

The show will take approximately 25h to produce and execute. Which would come to **1250 Euro**

- 1500 Euro Production
 - 400 Euro Food & Beverages
 - 500 Staff
-

2400 Euro

Contact **Us**

**THANK
YOU**

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