

Hosting **and VIP** experiences **2010**



BECAUSE SOMETIMES IT'S ALL ABOUT BEING THERE...

new zealand
FASHION
WEEK



NZFW 2010

hosting and VIP experiences

SOMETIMES IT'S ALL ABOUT BEING THERE...

Because this year marks a very important event – New Zealand Fashion Week is 10!

NZFW will celebrate its tenth year in 2010, showcasing the best of New Zealand fashion to the world, from Tuesday 21 September to Sunday 26 September at the Viaduct Harbour Marine Village, Halsey Street, Auckland.

We are very proud to have reached this milestone, with 2010's event set to be a celebration and continuation of the hard work and fantastic opportunities NZFW, **New Zealand's premiere fashion event**, has created across a decade.

This is such a fantastic industry to work in, and we are looking forward once again to **promoting the amazing talent** we have throughout the country.

A TIME TO CELEBRATE WITH NZFW

New Zealand Fashion Week is pleased to offer a choice of exclusive Hosting and VIP Experience Packages for 2010.

These Packages give you the opportunity to **be associated with NZFW** as a VIP Host and to share the experience with your guests whether **friends, family or special clients**.

We hope you are able to join us in what promises to be an exciting year for NZFW.



Pieter Stewart, Managing Director, New Zealand Fashion Week

NZFW HOSTING AND VIP EXPERIENCES PACKAGES

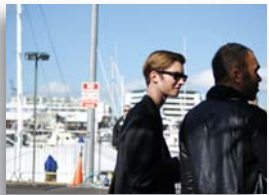
Contact: Mint Kitchen Hospitality

18 Stanley Street, Parnell, Auckland. Telephone (09) 366 4755
mintkitchen@xtra.co.nz www.mintkitchen.co.nz

Jamie Miller, 021 761 348 or Giselle Trezevant-Miller 021 761 356

Contact: New Zealand Fashion Week office

Unit 9, 36-42 Sale Street, Freemans Bay, P O Box 147240, Ponsonby, Auckland 1144, New Zealand
Telephone: (09) 377 8033, Fax: (09) 377 8044 www.nzfashionweek.com



about NZFW

LIGHTS, CAMERAS, FASHION WEEK ACTION...



Each year New Zealand Fashion Week promotes New Zealand fashion to the world – showcasing the work of **selected designers** and **fashion labels** to an audience of national and international **delegates** and **VIPs** including **buyers, media, celebrities, models** and numerous other **special guests**.

The NZFW Trade Event runs over five days, beginning with an opening function on Monday 21 September and wrapping up early Friday evening 25 September, at which time the **NZ Fashion Weekend** public event kicks-off with the famous **Designer Garage Sale, Designer Selection Shows** and lots of special **in-season promotions**.

Viaduct Harbour Marine Village will again be the focus of all the Fashion Week action. Fabulous catwalk **Designer**

Shows and **Designer Showrooms** plus Designer Exhibition Showcase spaces feature the latest and greatest from top **fashion designers, fashion accessory labels, beauty brands** and more.

The NZFW venue also houses the Media Centre, **exclusive bars** and a **café**. Add **music, art, makeup, seminars, goodie bags** and other **on-going entertainment** to the mix and you have the unique and exciting atmosphere that is New Zealand Fashion Week.

So while NZFW is one of New Zealand's **biggest media events** – with national and international coverage and streamed shows – **there is nothing quite like being there**.

NZFW Hosting and VIP Experiences present a unique opportunity to be a part of the glamour and excitement:

- Be amongst the first to **preview 2011 fashions**
- Get a look **behind the scenes**
- Rub shoulders with **special guests** and **VIPs**
- Soak up the **party vibe** and **creative ambience**

Taking a NZFW Hosting and VIP Experiences Package is your chance to **attend Fashion Week with all the privileges of an insider** – and to invite your own guests to share in this very special experience.



Hosting and VIP experience packages



Hosting and VIP Experience guests are welcome to spend the day on-site as honorary Fashion Week insiders. And whether you prefer to dress “high fashionista”, “casually creative” or somewhere in between, you will find any style goes at NZFW.

There are two VIP Experience packages available. Both include fashion show tickets and fabulous Mint Kitchen hospitality service – with either canapés or a sit-down meal – plus this year we are offering a “pick’n’mix” range of Privilege Plus extras that you can choose to add to your VIP Experience.

NZFW tickets are for the Designer Selection Shows – a “best of” show, with NZFW designers brought together to present their latest in-season fashions – or one of the Designer Collection Shows where individual designers reveal their fashion direction for the Autumn / Winter 2011 season.

The Official Media announcement of designers showing on the NZFW Schedule this year is made in late July which always generates much publicity, excitement and plenty of interest in the show tickets.

* Please note that specific Designer Collection Show tickets cannot be booked for your VIP Experience until the NZFW Official Media Announcement has been made, however VIP Hosts who book packages early will be placed on a priority wait-list for the chance to reserve tickets to their preferred show.

VIP EXPERIENCE, A-LIST PACKAGE - \$195 + GST PER PERSON, FEE INCLUDES:

- Tickets and **reserved VIP seating** to a Designer Collection* or Designer Selection catwalk show.
- **VIP A-List Goodie bag** including The Guide magazine, The Little Black Book of Treats, Daily News newsletter **plus sponsored products**
- Up to two hours pre-show access to one of the fabulous on-site NZFW hosting spaces
- Professional Mint Kitchen hospitality staff for up to two hours food and beverage service
- **Mint Kitchen A-List catering package** – canapés plus an excellent range of alcoholic and non-alcoholic beverages. The menu and wine list selections will be sent to hosts after bookings are confirmed
- VIP bar tab card for each group – a post-show VIP bar tab for your group can be arranged on request
- **VIP Pass** for NZFW venue

Hosting and VIP experience packages



VIP EXPERIENCE, DELUXE PACKAGE - \$320 + GST PER PERSON, FEE INCLUDES:

- A glass of Moët & Chandon Brut Imperial NV or an Absolute vodka cocktail on arrival at the NZFW venue
- Tickets and **reserved VIP seating** to a Designer Collection* or Designer Selection catwalk show
- **VIP Deluxe Goodie bag** including The Guide magazine, The Little Black Book of Treats, Daily News newsletter **plus sponsored products and extra treats**
- The VIP Experience Deluxe Package is based on tables for ten guests.
You are welcome to book smaller groups but may be required to share a table.
- **Mint Kitchen Deluxe catering package** – pre-show, plated three-course lunch or dinner with an excellent range of alcoholic and non-alcoholic beverages. The menu and wine list selections will be sent to hosts after bookings are confirmed.
- Professional Mint Kitchen hospitality staff service in one of the fabulous on-site NZFW hosting spaces
- VIP bar tab card for each group – a post-show VIP bar tab for your group can be arranged on request
- **VIP Pass** for NZFW venue
- **VIP car parking** on Te Whero
- NZFW VIP usher to take you to the front of the queue and direct you to your seats



* Please note that specific Designer Collection Show tickets cannot be booked for your VIP Experience until the NZFW announcement has been made, however VIP Hosts who book packages early will be placed on a priority wait-list for the chance to reserve tickets to their preferred show.

VIP experience privilege plus

A selection of Privilege Plus additions are available with NZFW VIP Experience Packages – optional extras that help you create your own unique hosting package – an “Event within an Event”.

- Celebration makeup**
Glamorous mini-makeover with top NZFW makeup artists in association with KSSM School of Makeup.

 - Eyes and lips makeover, \$50 + GST per person
 - Full face makeup, \$100 + GST per person
- Pampering manicure**
Enjoy a professional manicure with super quick-drying polish and be amongst the first to try some of the latest in nail products in association with Magic Tan. Receive an OPI gift and special discounts on future purchases.

 - Pampering manicure, \$50 + GST per person
- Session with a personal stylist from Signature Style**
From runway to reality – take a look at how the key trends this season will look on ‘real bodies’, learn what works for you (and what doesn’t). Your personal stylist will give quick individual shape assessments and style tips for each person.

 - Personal Stylist (minimum 10 people, maximum of 20), \$50 + GST per person
- NZFW wine & cheese selection tasting**
Sommelier Chris Wallace from Mint Kitchen hosts a tasting event featuring a selection of fine wines and accompanying cheeses – a great forum to enjoy and learn more about appreciating wine.

 - Tasting for wine lovers, whether novice or expert (minimum 7 people maximum 15), \$65 + GST per person
- Moet Backstage pass**
Your NZFW VIP tour guide will meet you in the Moet & Chandon Lounge and take you behind the scenes to check out the areas usually only accessible to crew (and models, designers and VIPs!) then deliver you back to your hosting area or show seats with a complimentary glass of Moet.

 - Behind the scenes with a Moet Backstage Pass (10 people maximum), \$70 + GST per person
- Private VIP lounge**
Those who know hang out in the private VIP media lounge upstairs at NZFW. Enjoy use of an exclusive Hosting area with access to facilities including bar, media room and bathroom, plus an outdoor balcony with spectacular views.

 - VIP media lounge private Hosting (minimum 10 people, maximum 60) \$100 + GST per person
- Photo opportunity**
Get caught on film by the official NZFW photo booth in association with Little Black Booth.

 - Take home your photograph at the end of your hosted event, \$30 + GST per person



VIP experience privilege plus at the Westin



The perfect end to your ultimate NZFW VIP Experience – more VIP treatment at the Five Star Westin Auckland Hotel!

VIP PRIVILEGE PLUS AT THE WESTIN, PACKAGE \$395 FOR TWO PEOPLE INCLUDES:

- **Accommodation in a Superior room at The Westin Auckland Lighter Quay**
Escape to a realm of relaxation and rejuvenation at The Westin Auckland Lighter Quay. Calm the mind. Excite the senses. Find renewal. Based on double or share twin occupancy
- **Complimentary valet parking**
- **Two “welcome” cocktails on arrival at The Office Bar**
The Office Bar’s retro-chic décor sets a clubby tone, as guests mingle and enjoy the bar’s relaxed ambiance. Gleaming dark wood, special circular booths, mock croc leather, an oversized chandelier and flickering fireplace set the tone of fashionable conviviality.
- **Chef’s degustation tasting menu for two at Q Restaurant**
Q Restaurant is a stunning, waterfront oasis that captivates the palate and feeds the soul. Sample the fabulous cuisine at this top-rated restaurant – beverages with your meal are additional.
- **A complimentary late check out of 12pm**
Available with your NZFW VIP Experience Privilege Plus room, based on availability. If a later check out required, this will be additional and by arrangement.

NB: The Westin Auckland Hotel Privilege Plus package cost is inclusive of GST.



VIP experience

NZFW to-do list

Guests may stay on-site for as long as they wish, enjoying a truly special day out: sample the restaurant and bars, visit the exhibitions and displays, watch live fashion shows on screens around the venue and generally check out the NZFW action.

WIND-DOWN (OR WIND-UP!) AT NZFW AFTER YOUR SHOW

Spend some time people watching, socialising, networking or simply enjoying a little R&R... Venue facilities are open until 10pm.

- **Designer Collection Shows**
 - Autumn / Winter 2011 fashion live from the catwalk on one of the large screens installed throughout the NZFW venue.
- **Designer Showrooms and Designer Exhibition Showcase spaces**
 - Though you can't make purchases, you can take notes on what to expect in stores soon at NZFW's designer displays.
- **VIP Moët & Chandon lounge bar**
 - A sophisticated venue for a quiet drink and chat after the show
- **The Cutting Room Bar**
 - Buzzing all week until late, featuring DJs and the NZFW cool set
- **Fashion Plate Café**
 - Fabulous food, famous faces



NZFW 2010

hosting and VIP experiences booking request

To help us arrange the best possible NZFW Hosting Package for you please complete this form in full, indicating your choices, preferences and Privilege Plus requirements where necessary

HOST DETAILS

Key contact person (and position if applicable): _____

Company name (in full for billing/tax purposes): _____

Postal address: _____

Telephone: _____ Fax: _____

email: _____

VIP EXPERIENCE PACKAGE REQUIRED

VIP Experience, A-List Package \$195 per person
VIP show tickets, special treats and Mint Kitchen catering no.required: subtotal: \$.....

VIP Experience, Deluxe Package \$320 per person
VIP show tickets, special treats, extras & Mint Kitchen catering (10 per table) no.required: subtotal: \$.....

NZFW FASHION SHOW PREFERENCE TICKET REQUEST

Designer Selection Shows – a “best of” show, with various NZFW designers

Designer Collection Shows –individual designers’ Autumn / Winter 2011 season.

Please list the names of any favourite designers or labels that you may be interested in attending the shows of:

* Please note: specific Designer Collection Show tickets cannot be booked until the NZFW announcement has been made, however VIP Hosts who book packages will be placed on a priority wait-list.

Please see next page

NZFW 2010

hosting and VIP experiences booking request

Please send your completed
NZFW Hosting and VIP Experiences request to:
Mint Kitchen
Fax: (09) 3664756
Email: mintkitchen@xtra.co.nz

HOST DETAILS

Key contact person: _____
 Telephone: _____
 Company name: _____

VIP EXPERIENCE PRIVILEGE PLUS ADDITIONS REQUIRED

<input type="checkbox"/>	Celebration Makeup			
	– Eyes & lips makeover	\$50 per person	no.required:	subtotal: \$.....
<input type="checkbox"/>	– Full face makeup	\$100 per person	no.required:	subtotal: \$.....
<input type="checkbox"/>	Pampering Manicure	\$50 per person	no.required:	subtotal: \$.....
<input type="checkbox"/>	Session with a personal stylist	\$50 per person (min 10/max 20)	no.required:	subtotal: \$.....
<input type="checkbox"/>	NZFW Wine & cheese tasting	\$65 per person (min 7/max 15)	no.required:	subtotal: \$.....
<input type="checkbox"/>	Backstage Pass	\$70 per person (max 10)	no.required:	subtotal: \$.....
<input type="checkbox"/>	Private VIP lounge	\$100 per person (min 10/max 60)	no.required:	subtotal: \$.....
<input type="checkbox"/>	Photo Opportunity	\$30 per person	no.required:	subtotal: \$.....
			VIP Package total (carried over):	\$.....
	Value of booking request	(excluding GST)	Total:	\$
		GST @ 12.5%		\$
<input type="checkbox"/>	VIP Privilege at The Westin Package	\$395 per double (including GST) VIP treatment with accommodation, cocktails and a meal at Q Restaurant	no.required:	subtotal: \$.....
			Grand Total:	\$

PAYMENT DETAILS

A deposit of 50% of the total cost for your selected VIP Package and Privilege Plus additions is required with your booking application, with final payment due before Friday 20 August 2010

Deposit cheque in the amount of NZ\$..... including gst, attached herewith.
 Please make cheque payable to New Zealand Fashion Week Ltd

Debit my credit card Visa Mastercard in the amount of NZ\$.....

Card number: _____

Cardholders name: _____ Expiry date: _____

Signature: _____ Date: _____