

2023

COLUMBIA  
**FASHION**  
WEEK

**BOUTIQUE**

**WEEK**

**2023**

[WWW.COLUMBIAFASHIONWEEK.COM](http://WWW.COLUMBIAFASHIONWEEK.COM)

Dear Boutique Owner,

Across the United States, a multitude of cities have benefited from hosting a weeklong Boutique Week. For businesses, the benefit is an increase in traffic and new patronage. On behalf of Columbia Fashion Week, we would like to invite you to participate in this celebration of local fashion retail. The inaugural COLAFW Boutique Week 2023 will be held May 1st - May 6th, 2023. The target audience for this event extends to Columbia, neighboring communities and e-commerce. Participating boutiques will be promoted through our website: [www.columbiafashionweek.com](http://www.columbiafashionweek.com).

We will also utilize social media and local news outlets in order to promote COLAFW Boutique Week and encourage commerce. Boutique Week is supported by the local government as an effort to stimulate the economy and raise awareness for small local businesses.

Boutique Week is brought to you by Columbia Fashion Week, as well as supporting sponsors. We are thrilled to be able to bring Boutique Week to the local Columbia area, striving to make Columbia the next fashion capital while highlighting the many facets of fashion commerce! By joining, you can help give back to your local community and make the change that you want to see in the growing Columbia fashion industry!

To sign up, please visit our website at [www.columbiafashionweek.com](http://www.columbiafashionweek.com).

We look forward to hearing from you!

Regards,  
Columbia Fashion Week (info below)

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Columbia Fashion Week (COLAFW) is the premier multi-day fashion event platform held in downtown Columbia, South Carolina. COLAFW was founded in 2011 and was originally named Columbia Style Week. COLAFW produces over 12 events per year, making Columbia Fashion Week one of the largest events occurring in the capital city. The platform intends to strengthen the social and economic impact fashion plays in our community while giving back and contributing to the surrounding areas. ColafW is focused on bringing attention to the commercial possibilities and revitalization of the fashion retail industry of Columbia, SC.

# Why Participate?

## BENEFITS OF PARTICIPATING

- Exposure to hundreds of visitors through Columbia Fashion Week platform as well as through multiple social media channels.

**Total # Of Instagram Followers 6.2K**  
**Instagram Engagement Reach 100k**  
**Facebook Engagement Reach 120K**  
**Annual Website Visits 77K**  
**Subscriber Stats 3.0K**

- Event promotions include social media event promotion, printed flyers and posters, radio, press releases, special event access
- Participating boutiques will have their logo and link to their website included on the colafw boutique website.
- Access to ColaFW marketing team and creative network for style shoots for marketing and publication purposes
- COLAFW will track social media and digital engagement and impressions related to the event.
- A year membership and access to the ColaFW Alliance network
- Vendor opportunities
- Opportunity to celebrate clothing and fashion in the Columbia area also encourage growth in the Columbia Fashion Industry

### **PARTICIPATION PACKAGES INCLUDE**

**GOLD (\$500)**

**SILVER (\$250)**

**BRONZE (\$100)**

**(see pages below)**

## Expectations - What Can You Do to Succeed?

- Share and reshare ColaFW Boutique Week graphic
- Participants should share their experiences and advertise on social media
- Create original and fun digital content on social media accounts to promote your individual brand
- Boutiques will need to adhere to their deals and prices communicated to Columbia Fashion Week
- Offer a bounce-back promotion
- Boutiques have the (encouraged) opportunity to make this a fun and interactive experience for their customers, so be creative!
- Download our Boutique Week digital toolkit

## Experience the Runway

- Columbia Fashion Week is opening the runway to participating Boutiques. As a participating boutique, you have the opportunity to showcase on our Expansive Runway event during Columbia Fashion Week at a free or discounted rate (package depending). Our Expansive Runway will occur during our annual summer fashion week on Friday, June 23rd.
- The runway is another method of showcasing the unique fashion and appeal of your brand while expanding your exposure and audience. If you are interested in showcasing please notify Columbia Fashion Week to receive our designer/ Showcase packet.

# Pricing Guidelines

## Gold Package - \$500

- Digital Promotion (Social Media reel, candid photoshoot in store with ColaFW Alliance Model, logo on newsletter, logo in ColaFW Summer Publication, and digital ad)
- Signage (Storefront signs)
- Official sponsorship publically announced
- Logo on the event page and Columbia Fashion Week Page
- Event Photography
- Promo items placed in VIP and swag bags at all future events
- Decal to post on storefront window or digital decal
- **Participating gift**
- **Vendor table 2023 Fashion Festival, or**
- **Expansive Runway Showcase (Model, Beauty, and hair included)**

## Silver Package - \$250

- Digital Promotion (Social Media reel and post, logo on the ColaFW Experience newsletter, logo in ColaFW Summer Publication)
- Signage (Storefront signs)
- Official sponsorship publically announced
- Logo on the event page and Columbia Fashion Week Page
- Promo items placed in VIP and swag bags at all future events
- Decal to post on storefront window or digital decal
- Participating gift
- **50% off Vendor table 2023 Fashion Festival**
- **50% off Expansive Runway Showcase (Model, Beauty, and hair included)**

## Bronze Package - \$100

- Digital Promotion (Social Media reel and post)
- Signage (Storefront signs)
- Official sponsorship publically announced
- Logo on the event page and Columbia Fashion Week Page
- Promo items placed in VIP and swag bags at all future events
- Decal to post on storefront window or digital decal

Q: What is Boutique Week?

A: A week-long celebration of local fashion and community involvement in Columbia. The purpose of Boutique Week is to support the small fashion-focused businesses in our community. As the ColaFW Boutique Week continues to grow we aim to strengthen our community while helping support through increased visibility, advocacy, and year around events.

Q: When is Boutique Week?

A: Boutique Week will be hosted from May 1 to May 6, 2023. Those participating boutiques will also receive additional exposure and promotion during our ColaFW Summer Fashion Week- Boutique Day set for June 21.

Q: How do I take part in Boutique Week?

A: Register Online at [www.COLUMBIAFASHIONWEEK.com](http://www.COLUMBIAFASHIONWEEK.com)!

Q: What type of promotion will participating boutiques receive?

A: The complete list of boutiques will be highlighted on the Columbia Fashion Week website [www.columbiafashionweek.com](http://www.columbiafashionweek.com) and social media, and other digital channels. In addition, press releases will go out to local media to highlight participating boutiques,

Q: How can I prepare for the boutique week?

A: PLAN AHEAD! Create great promotional ideas for your boutique, open your doors during boutique we for fun drop-ins, and ASK QUESTIONS!

Columbia Fashion Week will be delivering all your signage and collateral (4/17-5/1) for ColaFW Boutique Week.

Sign Up and register by **April 30th!**

Columbia Fashion Week  
1122 Lady Street  
Columbia, SC 29210

Website:

[www.columbiafashionweek.com](http://www.columbiafashionweek.com)

Email: [hello@columbiafashionweek.com](mailto:hello@columbiafashionweek.com)

**Register Online at [www.ColumbiaFashionWeek.com](http://www.ColumbiaFashionWeek.com)**

Once registered, you will be sent an invoice by our Billing Department to confirm your participation and contacted by our Marketing Department for any additional promotional information to best market your boutique for the week.

Questions?

Email us at [hello@columbiafashionweek.com](mailto:hello@columbiafashionweek.com)