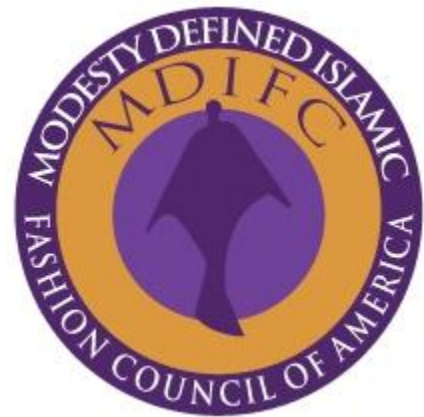


*USA Islamic Fashion Week, DMV 2014  
Pop-Up Boutique Market  
February 15, 2014*



## About The Pop-up Boutique Market

**USA Islamic Fashion Week, DMV Pop-up Boutique Market** is like none other in Muslim America.

**We are providing** this Pop-up Boutique Market because we want to fill the void that exists in the fashion marketplace in America. An untapped niche market exists of well educated and informed Muslim-American consumers. They demonstrate through many channels a desire to access the fashion market place in a manner that is balanced with their lifestyle.

**We will showcase** artists and artisans from across the country. Our vendors will be chosen via a jury selection process. Their products will meet standards of quality, creativity, and marketability.

**Our main goal** is to promote Islam as a way of life, Muslim-American creativity, and provide an interface for the artist to present and sell their crafts in a culturally balanced environment.

**The concept** of this Pop-up Boutique Market comes from the desire of many crafts people to establish a traditional storefront. This is a stage where professional vendors, selected by a jury, design their own miniature pop-up store and sell their unique products. The market will feature online stores, pop-up boutiques, and local designers.

**The event is set to debut** on Saturday, February 15, 2014 and will be a featured event for the general public as well as fashion industry buyers, insiders, and professionals. Guests and media will be free to mingle with vendors, peruse the boutique pop-up shops, and enjoy halal appetizers and refreshments served in the foodie section of the venue. Live entertainment will be present to set a friendly atmosphere, inspiring and exciting the overall guest experience.

### Details

Date: Saturday, February 15, 2014  
Time: 12 Noon to 8 P.M.  
Location: Washington Nationals Stadium  
Washington, DC

## The Nationals Park

The Nationals Park is the home of Major League Baseball team The Washington Nationals.

Nationals Park is situated in the Southwest of our nation's capital and walking distance from the Navy Yard Metro Station. Nationals Park is near many local attractions among them, the US Capitol, the Thomas Jefferson Memorial, and the Washington Monument. Nationals Park features modern conveniences, accessibility, and an ambiance that welcomes all visitors. Our location within the Nationals Park has large space and ample room to accommodate our vendors and their booths, allowing a maximum 10x10 feet of space per vendor. Event sponsors will be present to contribute to the success of this event. Sponsorship will offer additional opportunity and bread for cross-promotion.

*During this event, all food at the concession stands will be Halal.  
No alcoholic beverages will be served at this event.*



# Look & Feel



Above: Bazaar Space



## Our Mission

**The Pop-up Boutique Market** features three broad categories: fashion, arts and crafts, and education. Buyers will find unique designs in a surround that has soul, originality, and style. The event is filling a niche in the USA Islamic Market Place where buyers can meet the people who create, design, and collect original and highly coveted items, thereby connecting independent entrepreneurs with their community. By combining originality and quality of design we will deliver a compelling experience for all.

**The Pop-up Boutique Market** will work towards these goals to manage and enhance the market for the benefit of vendors, customers, and the overall community:

- ❖ Bring exclusive American-based designer merchandise to customers directly
- ❖ Diversify and increase the customer base for vendors
- ❖ Increase opportunity for more people and vendors to attend the market
- ❖ Further diversify the product selection
- ❖ Promote domestically and locally made products
- ❖ Increase uses of the market venue
- ❖ Support a developing niche market
- ❖ Educate community and local designers the importance of supporting American-base Muslim designers
- ❖ Ease the use and accessibility for Vendors. We will promote the use of point-of-sale technology, which will allow the use of electronic transaction for payment for the vendors at the market.

## Marketing Campaign

**Event awareness** will be widely received through local media, radio, public relations firms, social media sites, evites, event signage, flyers, and magazine newspaper networks.

**Public relations** will be at the core of our communications campaign. We will send out press releases prior to the event to select media. We will also provide exclusive invitations to key media influencers for the opening night. In addition to PR, we will run an extensive social media campaign utilizing USA Islamic Fashion Week's Facebook, and Twitter channels. We will further guide people to our website where we will have a full listing of information on the event. Finally, we will ensure all popular event listing sites in the DMV including Business Associations, Chamber of Commerce, and local tourism boards will be notified.

Facebook:	USA Islamic Fashion Week
Twitter:	USA IFW

## Audience Profile

**USA Islamic Fashion Week** has an audience of individuals who share a common interest in all things stylish and Islamic. The market is unique to its location at the National Stadium and our audience will appreciate the modernity, convenience and architectural nature of the setting. It is exclusive in the caliber of designers and products, and our target market understands and desires these factors. They are collectors of innovative design and lifestyle products, and are always on the hunt for something new and fresh.

**USA Islamic Fashion Week, DMV** attendee has a keen interest in urban environment, supporting local businesses, and community growth. This customer was born into a young-at heart generation inspired by popular culture, modern art, and other lifestyle elements that allow them to explore their creative intuition.

## Competition

**USA Islamic Fashion Week** is the first Pop-up Boutique Market of its kind in the American Muslim community giving us the first to market advantage. Currently there are other small-scale indirect competitors of USA Islamic Fashion Week, DMV. The difference between them and us is the caliber and quality of designers and their products. The designers are carefully selected, professional business women who own their own online shop, create original designs, or small boutiques. Many designers do not readily have access to this type of professional opportunity. USA Islamic Fashion Week is bringing these talented artists to the forefront of their niche audience.

**Other curated market** events we would consider as direct competition are regularly held in the District of Columbia. What sets us apart from these competitors is that we are the only one that brings together these artists and fashion industry experts and professional together for pop-up shops, giving us an edge to showcase original products. This allows the professional buyers and general public to find what they have been searching for in design, creativity, and high quality Islamic merchandise.

## Vendor Application Information

2014 USA Islamic Fashion Week, DMV Pop-up Boutique Market

### CONTRACT FOR VENDOR BOUTIQUE SPACE

(SML) \$200

(MED) \$225

(LRG) \$250

Your vendor fee includes:

- ❖ One rectangular table and two chairs
- ❖ Rental space for Saturday, February 15, 2014
- ❖ A direct link to your business' website on the USA Islamic Fashion Week social networks
- ❖ An opportunity to reach your niche clientele
- ❖ An opportunity for added promotional material on our blog, Facebook page and sponsor's pages
- ❖ Sponsorship potential for added promotional coverage
- ❖ Inclusive of one meal and one beverage ticket

Point-of-sale devices are encouraged at this show, as well as vendor door prize contribution but not required, however they serve as an added promotional prospect.

***The deadline to apply to be a vendor is January 17, 2014.*** Please email completed applications to Ms. Komita Carrington at [komita@mdifc.com](mailto:komita@mdifc.com); Subject line: Vendor Application. ***Please note, USA Islamic Fashion Week is based on the foundation of a juried selection of vendors, once the final roster is curated, boutique space is sold on a first come, first serve basis.***



# Vendor Application Form

*(continued)*

***During the application process the USA Islamic Fashion Week, DMV Directors may request images from past events and boutique set-ups to get an idea of whether or not a select vendor's aesthetic will be a fit. Any links to company website, blogs, Facebook and other social media sites, and or press coverage containing imagery of past events and boutique set-up are accepted. USA Islamic Fashion Week, DMV Directors will contact you for this information when the time comes. Please do not include this material with your initial application.***

Please read and fill out the provided application. If you prefer to mail in your application, the deadline to be received with payment is December 15, 2013 via post. Address details to follow.

Set-up Time:	Friday, February 14, 2014	10:00	A.M.
Take-down Time:	Saturday, February 15, 2014	8:00	P.M.

- ❖ All selected vendors are encouraged to provide door prize and blog/website content to promote their business and overall event for the USA Islamic Fashion Week, DMV 2014 Pop-up Boutique Market. In return, USA IFW, the venue, select media partners and its selected vendors will promote the event through online social-media networks such as Facebook, Twitter, Pinterest, USA IFW event blog, local radio, newspaper and magazines, as well as retail outlets.
- ❖ Selected vendors are welcome to provide a PDF copy of any marketing material to be considered for online press coverage, as well as proper links to your website for the above promotions. We want to ensure every vendor is mentioned on our website and include as many links to each vendor website to gain buyer interest. Please coordinate the delivery of these items with the 2013 USA IFW directors by **January 17, 2014**.

# Vendor Application Form

I AM APPLYING FOR THE FOLLOWING POP-UP BOUTIQUE SPACE:

(SML) \$200

(MED) \$225

(LRG) \$250

**Application Deadline Friday, January 17, 2014**

YOUR INFORMATION

Vendor/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Partner(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

Pinterest: \_\_\_\_\_

*\*Exact boutique sizes to be determined upon completion of floor plan\**

Description of your product of services or design:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Pop-up Boutique Market Rental-Fee: \_\_\_\_\_

Please indicate you method of payment:      PAYPAL      Certified Money Order

# Vendor Application Form

*(continued)*

Full payment is required upon completion of application to secure your space as a potential vendor. Please do not hesitate to contact the directors if you have any further questions. Payment will not be processed until roster of selected vendors is finalized.

Comments/special requests:

---

---

---

---

---

- ❖ **Selected Vendors** who have paid and turned in a completed vendor application will be accepted into the Pop-up Boutique Market before those who have not. There will only be one company per boutique.
- ❖ This agreement consists of **Vendor Contract and the Vendor Application Form**. I hereby acknowledge receipt of all pages, have read all pages of the documents mentioned above, and do agree to the conditions and provisions set forth.

Signature: \_\_\_\_\_

Vendor/Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

Please complete contract and submit. **The deadline to be received is by January 17, 2014.** Please retain a copy for your records. Late applications will be accepted through Friday, December 13 with a late admin fee of an additional \$25. Scan and Email back to [komita@mdifc.com](mailto:komita@mdifc.com). Subject line Vendor Application.

If you prefer to mail in your application send it (postmarked by dates mentioned above) to:

Vendor Application  
c/o Ms. Komita Carrington  
5510 Smita Place  
Lanham, MD 20706

**We Connect Islamic Fashion and We Want to Connect with You!**