



July 23, 2015 • 6 to 9 PM

For Information Contact:

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Location:

The Aerie at Eagle Landing Golf Course

10220 SE Causey Ave • Happy Valley, OR 97086

2015 Summer Red Carpet Fashion Show Event

Event Theme

Purpose

The purpose of hosting this event is two fold– **FASHION EXPOSE' 2015** is being brought back by popular demand and is a critical stage in the soft launch of the **LifeSTYLEst** company.

Theme

The theme of **FASHION EXPOSE' 2015** ...*blending classic styles with current fashion trends in colors, textures and designs to create Your Signature Brand. Creative artistry is not limited to writing prose, sculpting curves, or palette painting, but rather developing a strong perceived-value image. Business value statements build credibility and are reinforced by perceived image.*

Event Program Design

There will be four sections to the **FASHION EXPOSE' 2015**. Each section will host and deliver individual and group promotional marketing services. The four sections of this event include the following:

1. Welcome and Registration

- Attendee names
- Event program distribution

2. Red Carpet Photo- shoots

- Business career shots
- Individual and couple personal favorites
- Team photos

3. Business Networking

- Vendor booth displays
- Non-profit organization representation
- Delicious hors d' oeuvres & delectable desserts
- Complimentary champagne and no-host bar
- Vendors, volunteers and attendees interviews

4. Fashion Show

- Featuring real time models
- Marketing strategies and image tips
- Fashion instruction regarding classic styles and current trends