

IN

LIVE
WEAR
WATCH
BATHIN
FASHION
2016

CATWALKS

TALKS

WORKSHOPS

SHOPPING

FILMS

Join the conversation
@bathinfashion

Bath in Fashion 2015

100 Bath businesses

5,216 Twitter followers

1,746 Facebook fans

25,000 brochures

2,500 tickets

40 events

2015 highlights

- National media partnerships with Sunday Times Style and Woman & Home
- White Magic with the Creative Director of the White Company, Mark Winstanley
- Tim Blanks, Style.com and Susannah Frankel, Grazia discussing the life and work of Alexander McQueen
- Roksanda Ilincic in conversation with Claudia Croft, Sunday Times Style
- Anna Sui in conversation with Hywel Davies, Central St Martins
- Jaeger Creative Director, Sheila McCain-Waid in conversation with Amy De la Haye, London College of Fashion
- Face Fashion with Cutler and Gross Design Director Marie Wilkinson with Kate Authers of Bath Life
- Embellishing Fashion workshop and talk with The Royal School of Needlework
- Vintage Sunday with William Banks-Blaney and Nicky Albrechsten

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BATHIN
FASHION
2016

18 – 24 APRIL 2016

Your invitation
to get involved

bathinfashion.co.uk

2016 **BATH**_{IN} **FASHION**

18 – 24 APRIL 2016

“I love the way you get incredible people to come to Bath - international fashion names; people who are eminent in their field; people who have incredible things to say. ”

Claudia Croft, Head of Fashion Sunday Times Style

Bath in Fashion has developed into one of the most exciting and dynamic events in the city's calendar. It now attracts high profile fashion editors and designers who come to share their insights and inspiration. The week-long event programmes catwalks, talks, workshops, films and shopping events that create a buzz on the streets and drive footfall and awareness.

New for 2016, Bath in Fashion LIVE is a day dedicated to retail with LIVE action in-store and on the streets. This is a great opportunity to create really ambitious and engaging events to reach a new target audience.

Managed and funded by the Bath Business Improvement District, Bath in Fashion works in collaboration with businesses across the city. Over the past six years, it has gained a national reputation, attracting leading designers and top commentators on the fashion scene.

Get involved

Bath in Fashion is a blank canvas for you to showcase your creativity as a retailer. Your involvement translates into better awareness of your business, improved footfall and sales

- Sign up to one of the catwalk shows
- Book a promotion in the Bath in Fashion brochure
- Stage an ambitious event for Bath in Fashion LIVE
- Get a listing on the Bath in Fashion website
- Join in the conversation on social media

Get creative

Develop your own event reflecting the ambition of Bath in Fashion 2016.

- Live in store photoshoots/ photobooth
- Styling counsel and personal dressing in store
- Fashion celebrities in store
- Make up masterclasses and in store manicures
- Live mannequins in the window
- From catwalk to high street – display the key looks for SS15
- Children's Fashion Show
- Festival fashion – exclusive styling session to get that celebrity look
- A craft session in store – embellish your denim, upcycle your jewellery
- Partner with other businesses to offer a champagne reception or cocktails prior to a show

BATH IN FASHION BOOKING FORM

A citywide event from the Bath BID
18 – 24 April 2016

2016 **BATH** IN **FASHION**

Participation Agreement
(PLEASE RETURN AS SOON AS POSSIBLE)



Business _____

Manager's name _____

Address _____

Postcode _____

Telephone _____

Mobile No _____

Email _____

Join Bath In Fashion Promotion

£75 for BID levy payers/BTP members (£125 for others)
Decal, full detail of special event/promotion on bathinfashion.co.uk

Take part in a Bath in Fashion Catwalk Show

£275 for BID levy payers/BTP members (£300 for others)
Includes all the benefits of participating in the BATH IN FASHION PROMOTION event (above) as well as a catwalk set.
Also includes the provision of 'SHOWSTOPPER' hanger labels to identify catwalk outfits in-store and an entry in the catwalk running order.

Inclusion in the LIVE day to be discussed with the sponsorship team

Donate gifts for Goodie Bags (no leaflets please)

I am happy to display a Bath in Fashion decal

For information please contact
Melanie Heath Tel: 01225 430460
Email: melanie.heath@bathbid.co.uk

I confirm that I wish to take part in Bath in Fashion 2016.
I understand my business will be invoiced for my involvement and full payment must be received prior to the event.

Signature _____ Date _____

Terms and conditions: For any events requiring payment an invoice will be raised to your business from the Bath Business Improvement District. In the unlikely event that Bath in Fashion does not go ahead, the Bath Business Improvement District agrees to return the funding contributed by businesses. *Costs exclude VAT. Catwalk includes staging, insurance, models plus two complimentary tickets for the afternoon show and stylist to assist with your involvement. Accessory retailers are responsible for the costs of any special outfits. The Bath Business Improvement District reserves the right to amend copy, images and content to follow house style. Company Number 6642936. VAT Number 997374451.