



# 2018-19 CMG New York City & CMG Paris Fashion Weeks!

CMG New York Fashion Week  
Dr. Lacie Cupani, Host and Producer  
Design: Cupani Fashion  
Models: Kelsey Bourgeois & Yoo Hey  
Makeup: Madai Lora Hair: Samantha Herley  
Photo: Maritza Hernandez

## **WHY NEW YORK AND PARIS**

Have you ever wondered why Paris and New York are often called the "international capitals of style"? There is an ongoing competition between the fashion capitals. Over the years, Paris and New York have developed their own unique style. Each city contributes in its own way to the worldwide view of fashion as it has translated to the garments they exhibit during fashion weeks. Paris and New York Fashion Week are commonly accepted as the most-important fashion events once in the Spring, and once in the Fall.

Let's have a quick look on the history of fashion as well as fashion weeks in Paris and New York. New York was first to ever showing fashion weeks, which is why New York is always the first capital to run fashion shows each year. In the mid-1800's, menswear fashion began ready-to-wear with the Levi Strauss company. In the 1900's womenswear emerged, reflecting the couturier styles of that time. In the 1940's and 50's, the First American couture was marked by extravagant ball gowns designed by Charles James.

High-end shopping district of New York City, namely 5th Avenue, has the flagship stores of outstanding designers. Paris has accumulated noteworthy fashion history. French fashion originated from the time of King Louis XIV. Only royalty had access to luxurious goods during that time. With the advent of the fashion press in 1670, fashion became more accessible to the public. During the French Revolution, a movement known as "sans culottes", emerged and spread widely. "Sans culottes" simply meant "without pants". Old style "culottes" symbolized royalty. By not wearing any, you demonstrated to be on the side of the commoners. The next time you're consider buying a pair of pants, think about which fashion statement you're making. The first couturier was believed to be Charles Fredrick Worth in the late 1800's.

In Paris, couture exercised a strong influence over many houses such as Vionnet, Chanel, and Balenciaga opening their doors at the turn on the 20th century. However, World War II had erupted. Consequently, many of the fashion houses had to close their doors. This caused the fashion spotlight to shift to America, mostly unaffected by the war. As the war ended, Dior released its New Look, which altered the way women's fashion was viewed. The New Look put emphasis on the curvy female body, features overlooked during wartime. Couture dominated the fashion style until the time when Yves Saint Laurent introduced the concept known as "prêt-a-porter", or ready to wear, in the 60's.

In the 1970's and 1980's, the development of Parisian ready-to-wear was ushered in, which remained a growing trend. As early as in 1973, Paris Fashion Week began showcasing. Paris also hosted couture shows for the Spring and Fall of every year, where designers from around the globe would exhibit their couture collections. The famous shopping district in Paris, is located along the Champ-Élysées Avenue.

## **ECONOMIC DEVELOPMENT**

Cupani Marketing Group (CMG) has representations in Central Asia, Europe, Japan, and USA. CMG hosts CMG New York City Fashion Week (September and February) and CMG Paris Fashion Week (October) annually. CMG New York City Fashion Week will be held on Saturday September 15, 2018 and February 9, 2019 at The Penthouse, Skyline Hotel New York City (725 Tenth Avenue & 49th Street, New York, NY, 10019, USA). CMG Paris Fashion Week will be held on Saturday October 13, 2018 and October 12, 2019 at The Pristine Le Marais Showroom, Paris, France (65 rue de Turenne, Paris, France).

CMG New York City Fashion Week will present collections from selected Extraordinary Domestic and International designers in runway shows during New York City Fashion Week. New York, with more than 180,000 fashion employees taking home a combined \$11 billion in wages annually, is one of the most important centers for fashion in the world. The first New York Fashion Week took place in 1943 and became the world's first organized fashion week. Home to the Metropolitan Museum of Art, 5th Avenue and Williamsburg as well as Donna Karan, Calvin Klein and Anna Wintour. During Fashion Events, more dollars is funneled into small and developed business including but not limited to hotels, retail stores, restaurants, rental and advertising companies, venue rental and use. CMG New York City Fashion Week is promoting business, brands, designers, artists, performers, entertainers, models, and students. CMG New York City Fashion Week is also stimulating students and models' participation at the high profile fashion events around USA and the world. Fashion Show held annually in February and September. The Most Outstanding participants from The CMG New York City Fashion Week are

invited and further promoted at The CMG Paris Fashion Week. The Most Outstanding participants from The CMG Paris Fashion Week are invited and further promoted at The CMG New York City Fashion Week.

#### **TICKETS:**

CMGNYCFW: [https://www.cupanifashion.com/store/c43/CMG New York City Fashion Week%2C Sept. 15%2C 2018 or Feb. 9%2C 2019.html](https://www.cupanifashion.com/store/c43/CMG%20New%20York%20City%20Fashion%20Week%20Sept.%2015%202018%20or%20Feb.%209%202019.html)

CMG Paris Fashion Week:

#### **ABOUT US**

Cupani Marketing Group (CMG) founded The "Cupidon is inviting You! International Contest and Fashion Show" Nationally as well as Internationally. Working with Domestic and International participants (designers, models, hairstylists, makeup artists, entertainers, and brands), CMG provides brand exposure, showcasing, networking, promotion, and publicity opportunities, and only charges "Featured Fashion Design Brands" a nominal designer package fee ranging from [\\$500](#), [\\$1,300](#) and [\\$4,100](#).

CMG is promoting a wider range of participants from various backgrounds. We believe that your participation would be a great platform for exposing and advertising you and your brand to the public, the fashion industry, the media, press and fashion branding opportunities, domestically as well as abroad!

CMG offers a select few talented designers an opportunity to affordably showcase their collections during New York City Fashion Week, compete for awards, and win a travel award to present his/her collection at in the High Fashion Industry cities such New York, US; London, UK, and Paris, France.

10% from all ticket proceedings goes to the CMG award vouchers to support five (5) prospective winners: *The Eventful Line 101*; *The Eventful Model 101*; *The Eventful Makeup Artists 101*; *The Eventful Hairstylist 101*; *The Eventful Photographer 101*. Vouchers will only be redeemed at the Fashion Event where the Winner was invited to participate at and present his/her collection or creative works. If the Winner chooses not to participate at the next fashion event where he/she has been invited, CMG reserves the rights to invite the winner next in rating. In addition, CMG is assisting our Featured Fashion Designers and is officially inviting the boutique and gallery owners, celebrity, or any other guests who might be interested to view and purchase the designers' collection in New York, London, or Paris.

#### **WHAT WE DO**

*Cupidon is inviting YOU!*

CMG founded The "*Cupidon is inviting You!*" Fashion Events nationally and internationally in 2013. Working with International and Domestic USA Emerging Fashion Design Brands – we provide brand exposure, showcasing opportunities, networking, publicity, and only charge "Featured Fashion Design Brands" a nominal designer package fee ranging from \$500, \$1,300 and \$4,100. CMG offers a select few talented emerging designers and opportunity to affordably showcase their collections during the week of New York Fashion Week and win an Award in order to demonstrate his/her collection/brand at the fashion event either in US (September and February), UK, or France (October). Fashion Show continues to provide a platform for a plethora of designers to wow its audience with a high impact fashion presentation. Never a dull moment, each designer presents their best pieces giving fashion forward viewers an orientation to what the designer or his/her brand is introducing to the masses. CMG encourages each designer to demonstrate their creative talent.

## CMG NEW YORK CITY FASHION WEEK

### DESIGNERS REGISTRATION:

<http://www.cupanifashion.com/designer-registration.html>

### DESIGNER PACKAGES AND FEES:

Designer package #1: \$500 for 20 looks

<http://www.cupanifashion.com/designer-package-1.html>

Designer package #2: \$1,300 for 40 looks

<http://www.cupanifashion.com/designer-package-2.html>

Designer package #3: 4,100 for 60 looks

<http://www.cupanifashion.com/designer-package-3.html>

### MODELS SIGN UP

<http://www.cupanifashion.com/model-sign-up-nycfw.html>

### HAIRSTYLISTS/ MUA / PHOTOGRAPHERS SIGN UP

<https://www.cupanifashion.com/volunteerintern1.html>

### MEDIA/PRESS REGISTRATION

<https://www.cupanifashion.com/pressmedia-registration2.html>

### NEW YORK CITY TOUR WITH CMG LIMOUSINE

[https://www.cupanifashion.com/store/p1103/New\\_York\\_City\\_Tour\\_with\\_The\\_CMG\\_NYCFW\\_Limousine.html](https://www.cupanifashion.com/store/p1103/New_York_City_Tour_with_The_CMG_NYCFW_Limousine.html)

## CMG PARIS FASHION WEEK

**PARIS DESIGNERS REGISTRATION:** <https://www.cupanifashion.com/designer-registration-paris.html>

### DESIGNER PACKAGES AND FEES:

Designer package #1: \$800 (Early Bird prior May 15th) and \$1,000 (Regular by September 15th) for 20 looks

<https://www.cupanifashion.com/designer-packages-1-3.html>

Designer package #2: \$1,500 (Early Bird prior May 15th) and \$1,700 (Regular by September 15th) for 40 looks

<https://www.cupanifashion.com/designer-packages-1-3.html>

Designer package #3: \$4,400 (Early Bird prior May 15th) and \$4,600 (Regular by September 15th) for 60 looks

### MODELS SIGN UP

<https://www.cupanifashion.com/model-sign-up--cmg-paris.html>

### HAIRSTYLISTS/ MUA / PHOTOGRAPHERS SIGN UP

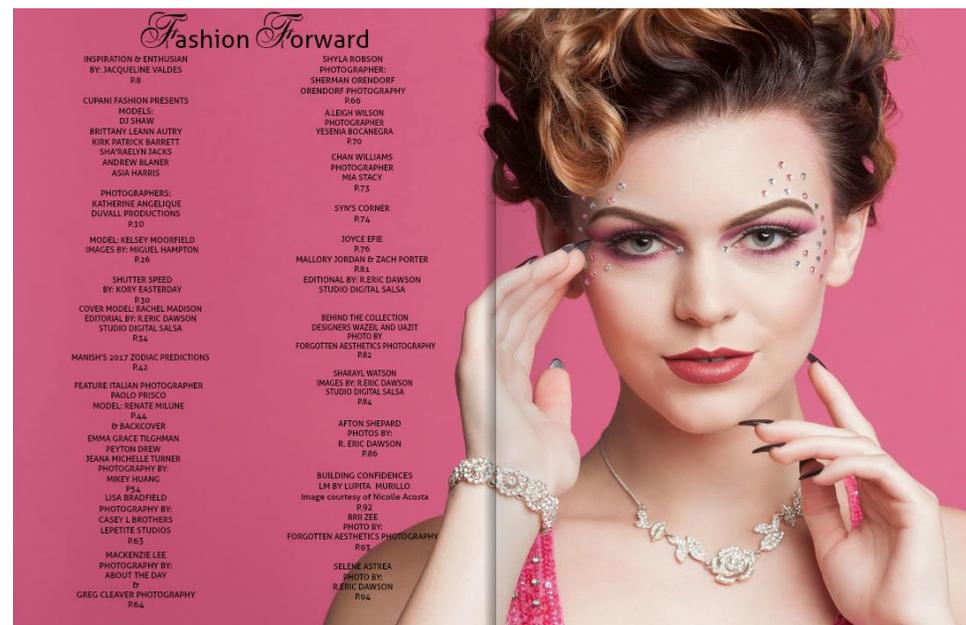
<https://www.cupanifashion.com/volunteerintern-paris.html>

### MEDIA/PRESS REGISTRATION

<https://www.cupanifashion.com/pressmedia-registration.html>

### PARIS TOUR WITH CMG MERCEDES

[https://www.cupanifashion.com/store/p1167/Paris\\_Tour\\_with\\_The\\_CMG\\_Paris\\_Limousine.html](https://www.cupanifashion.com/store/p1167/Paris_Tour_with_The_CMG_Paris_Limousine.html)



Each contestant/participant (designer, model, hairstylist, MUA, artist/entertainer, photographer) will compete for the Award: *The Eventful Line 101 by the Young Designer; The Eventful Line 101 by the Professional Designer; The Eventful Model 101; The Eventful Makeup Artists 101; The Eventful Hairstylist 101, and The Eventful Photographer 101*. CMG stimulate the education and international collaboration between USA and other countries. IQEdu-Scientific USA <http://iq-edu.weebly.com/> and Participants of will benefit from our fashion show! Each participant may claim Certificate of Continuing Education and Professional Development in regard to his/her participation at our fashion show (max 10 hours).

Each Designer / Fashion Brand is competing for: The Eventful Line 101 and other awards including but not limited to The CMG Travel Award. **CMG PRIZE FOR DESIGNER-WINNER** amounting ~\$3,000 (including Travel's Voucher\* and Services [~\$2,500\*\*] ) rewarded to The Most Outstanding Designer namely, The Eventful Line 101 [Outstanding Performance] will help to provide the tools and platform needed to make a designer's brand known and evolve. Please review the CMG award details below. Travel Award will allow the winner to participate and present his/her collection either at The CMG New York City Fashion Week (February or September) or at The CMG Paris Fashion Week.

Each Participating Designer / Fashion Brand will be judged by The CMG Judges and Spectators. Scores by The CMG Judges and Spectators will be summed up! Each spectator will receive two (2) wristbands in order to vote for the Most Outstanding Designer (The Eventful Line 101 [Outstanding Performance]) and the Most Outstanding Model (The Eventful Model 101 [Outstanding Performance]). Hairstylists and Makeup Artists who have prepared a model winner will win automatically when their Model wins! Each spectator (VIP and General admission only) are encouraged to give his/her vote (i.e., wristband) to The Most Outstanding Designer / Fashion Brand! Each Designer / Fashion Brand shall direct his/her spectators (e.g., followers, family, and friends) to obtain his/her tickets (VIP, General admission, or standing ticket) at The [CMG New York City Fashion Week Store](#) and increase your own spectators' supporting circle.

**The Designer-Winner/s\* will receive the following The CMG Award:**

1. a Winner Diploma
2. a Certificate of Continuing Education and Professional Development
3. a Voucher\* that can be redeemed at the Fashion Showcase domestically or abroad. Please note that a size of the Voucher will depend on the amount of tickets sold.
4. Services\*\* provided to the Winner by The CMG (an equivalent value ~\$2,500 [A-E]), what usually a fashion brand is paying for his/her marketing in the fashion or modeling industry:
  - A) Attend CMG Paris Week Showcase (Oct. 13, 2018) and receive international / national experience and training (a registration fee of \$800 value waived).
  - B) CMG Promotional photo- and /videoshoot on the offered day (a \$350 per hour value). CMG is scheduling the following promotional days: Sept. 14,16 in NYC and October 12 and 14, 2018 in Paris. Please make travel arrangements accordingly!
  - C) Associated publications and coverage by Fashion Magazine/s (a \$500 value).
  - D) Associated interview by Fashion Magazines (a \$500 value).
  - E) Associated video-production of model travel and modeling (a \$1,000 value per 1 minute of video).

\*Designer-Winner is responsible for purchasing his/her own round trip /airplane ticket from and back to his/her point of origin. Winner is also responsible for procuring his/her own travel document (e.g., a valid passport, entry visa if applicable), lodging, food, sightseeing gear, and transportation expenses during the entire trip to and from The CMG Fashion Show. Winner will need to sign a contract prior to his/her departure. Failure to abide by the provisions listed in the contract may lead to disqualification. Services will not be provided to the winner if he/she are either late or miss the scheduled promotional day/s either in NYC or Paris.

Each Participating Model is competing for: "The Eventful Model 101"; Promotional Photoshoots for Fashion Magazines; 2018 CMG Travel Award to participate either at The CMG New York City Fashion Week (Feb. 9, 2019) in New York, USA or CMG Paris Fashion Week, Paris, France (Oct. 13, 2018); and "The Most Beautiful Ever!" / The Most Handsome Ever!" Awards! Each Model shall direct his/her followers, family, and friends (as spectators) to obtain his/her tickets at The CMG New York City Fashion Week Store and increase his/her own supporting circle. Each Participating Fashion Model will be judged by CMG Judges and Spectators. Each spectator (e.g., followers, family, and friends) are encouraged to give his/her vote for the Most Outstanding Model! Scores by CMG Judges and spectators will be summed up. At the venue, GCM Judges will be scoring the contestants and announcing TOP TEN (10) MODELS-RUNNERS (Child, Male and Female Model Categories) with the highest scores.

TOP TEN (10) MODELS-RUNNERS (Child, Male, and Female Model Categories) ARE INVITED TO JOIN THE PROMOTIONAL PHOTO- and VIDEO-SHOOTS (Sept. 15-16, 2018). THESE TOP TEN (10) MODELS-RUNNERS ARE FURTHER COMPETING FOR THE TRAVEL AWARD IN ORDER TO JOIN THE CMG PARIS FASHION WEEK, Oct. 12-14, 2018 or THE CMG NYC FASHION WEEK, Feb. 9, 2019 !

Videoclips of TOP TEN (10) Model-Runners (Child, Male and Female Model Categories) will be posted on Cupani's Social Media (Facebook and Instagram). Each Model-Runner will be invited to engage his/her social media friends and followers (Facebook and Instagram) to vote as follow: 1) follow Cupani Fashion/CMG New York and Paris Fashion Weeks on Facebook and 2) view and vote for a particular video during the voting period (Sept. 19 - Sept. 25, 2018).

THE FINALIST - MODEL-WINNER are expected to earn 1) scores by CMG Judges and spectators and 2) the most "LIKES" and "VIEWS" for his/her video.

THE FINALIST/S - MODEL-WINNER/S WILL BE ANNOUNCED ON September 26, 2018!

**The Model-Winner/s\*\*\* will receive:**

1. a Winner Diploma
2. a Certificate of Continuing Education and Professional Development.
3. Hotel accommodation with The CMG Team (two nights)
4. a Voucher\* that can be redeemed at the Fashion Showcase domestically or abroad. \*Please note that a size of the Voucher will depend on the amount of tickets sold.
5. Services\*\* provided to the Winner by The CMG (an equivalent value ~\$2,500 [including but not limited to A-E]), what usually a brand is paying for his/her marketing in the fashion or modeling industry:
  - A) Attend CMG Paris Week Showcase (October 12, 2019) and receive international and national experience and training (a \$500 value).
  - B) CMG Promotional photo- and /videoshoot on the offered day (a \$350 per hour value). CMG is scheduling the following promotional days: Sept. 14,16 in NYC and October 12 and 14, 2018 in Paris. Please travel arrangements accordingly!
  - C) Associated publications and coverage by Fashion Magazine/s (a \$500 value).
  - D) Associated interview by Fashion Magazines (a \$500 value).
  - E) Associated video-production of model travel and modeling (a \$1,000 value per 1 minute of video).

\*\*\* The Model-Winner is responsible for purchasing his/her own round trip /airplane ticket from and back to his/her point of origin. Winner is also responsible for procuring his/her own travel document (e.g., a valid passport, entry visa if applicable), extended lodging, food, sightseeing gear, and transportation expenses during the entire trip to and from The CMG Fashion Show. The Winner will need to sign a contract prior to his/her departure. Failure to abide by the provisions listed in the contract may lead to disqualification. Services will not be provided to the winner if he/she are either late or miss the scheduled promotional day/s either in NYC or Paris.

**PRESS/MEDIA ENQUIRIES:**

NEW YORK

<https://www.cupanifashion.com/pressmedia-registration2.html>

PARIS

<https://www.cupanifashion.com/pressmedia-registration.html>

**VOLUNTEER / INTERN**

NEW YORK

<https://www.cupanifashion.com/volunteerintern.html>

PARIS

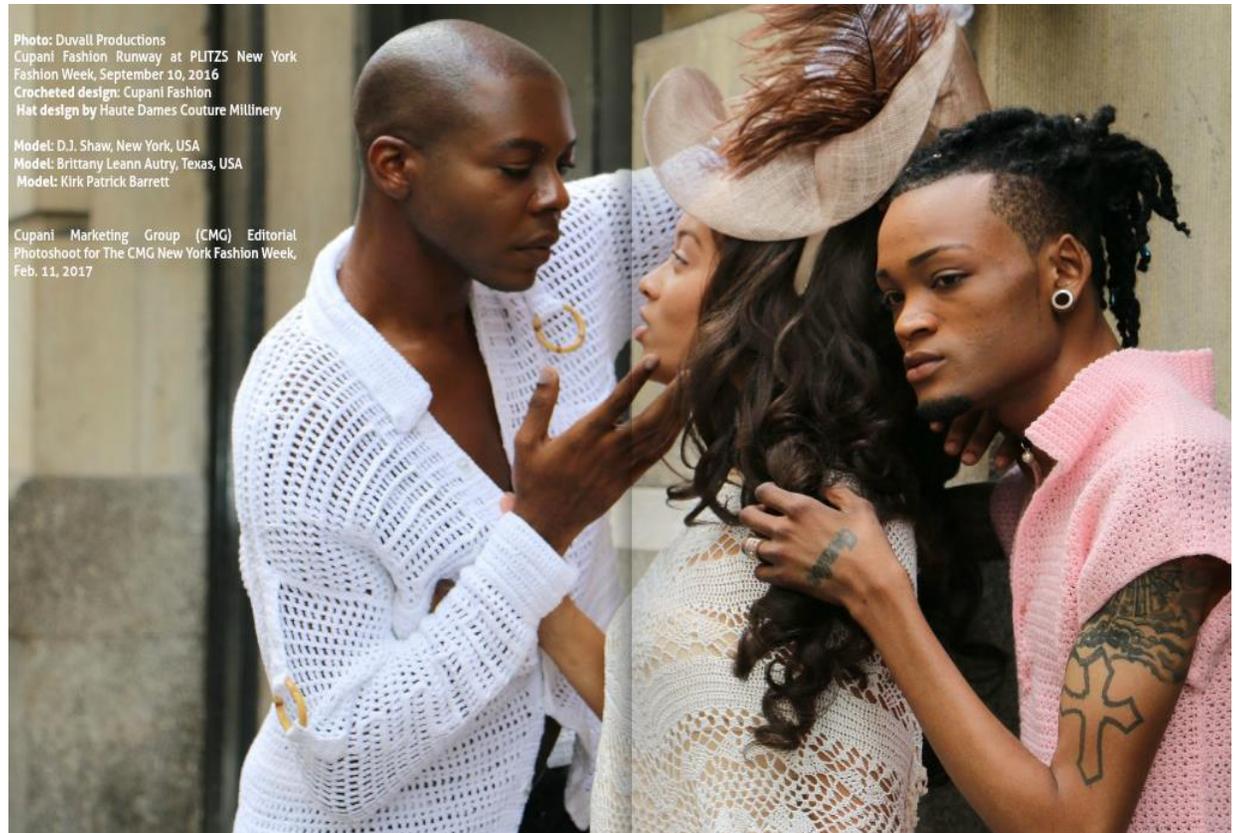
<https://www.cupanifashion.com/volunteerintern-paris.html>

**GENERAL ENQUIRIES:**

Cupani Marketing Group

Email: [cupanifashion@gmail.com](mailto:cupanifashion@gmail.com)

Phone/ Viber/ Whatsap: +1-501-749-9479



## OUR CHARITY

In conjunction with the event's fashion purpose, *Cupidon is inviting YOU!* Fashion Show also chooses to highlight social issues that affect our events and promote awareness and benefit of education. IQEdu-Scientific USA <http://iq-edu.weebly.com/> and Participants of will benefit from our fashion show! 10% of ticket sales will go to support 5 winners. Each participant may claim Certificate of Continuing Education and Professional Development in regard to his/her participation at our fashion show (max 10 hours). IQEdu-Scientific USA is an Exclusive Scientific Learning Foundation facilitating learning and benefiting Scholars IQEdu-USA is the interactive campaign that allows Scholars to learn science, do projects, and be better prepare for science fairs, national and international competitions, and prospective college and career. 10% from all Amazing Fashion Magazine by CMG <http://www.blurb.com/user/CMGPublisher> featuring models and events goes to support orphans at Orlovskii Orphanage.



Kirk Patrick Barrett does not look so closely at women's fashion, but from the 20th century on, people have had the freedom to express themselves and their individualities, and fashion is one of the most fundamental ways in which they do this, men and women are equally able to express themselves.

Kirk's desire would fit for the President on Fashion because he expresses himself in fashion and also on the runway. Kirk' also uses the art work on his body to express himself as an intense and irresistible desire for freedom as

well as an experience of the demonstration of the Intermix of his body, body art, and artistic sensuality for crocheted designs!

Photo: Duvall Productions  
Crocheted design: Cupani Fashion  
Model: Kirk Patrick Barrett, New York, USA  
Female Model: Sha'Raelyn Jacks, Pine Bluff, USA  
Cupani Marketing Group (CMG) Editorial  
Photoshoot for The CMG New York Fashion Week,  
Feb. 11, 2017

## OPPORTUNITIES FOR SPONSORS

CMG New York City Fashion Week presents a unique opportunity to reach an affluent, trendsetting and Fashion-conscious audience via a one-of-a-kind branding and marketing platform. We strive to provide our sponsors with mutually benefitting opportunities to create brand awareness and reach our expansive audience. We do this, not only through our own marketing channels, but also through specific partnerships with media outlets in the area.

# 1

### BRANDING

- Align your brand with some of the top local, regional, and international brands
- Expand your brand's reach through our expansive marketing
- Benefit from press coverage's and product placement
- Benefit from the announcements or presentation of products/services in USA or France

# 2

### LEAD GENERATION

- Cultivate profitable relationships through direct interaction with customers
- Solicitation opportunities to potential customers through vendor booths, VIP events, VIP-sponsored bag/or products gifts for VIP or participants.





## WE OFFER IMPRESSIONS

- Website
  - Unique web visits
- Social Media
  - Twitter & Flipagram & Facebook & Instagram Impressions
- E-Blast Database
  - Access to unique emails
- Visual invitations including company info/ videoclips 1-2 minutes
- Special Requests from our Guests:

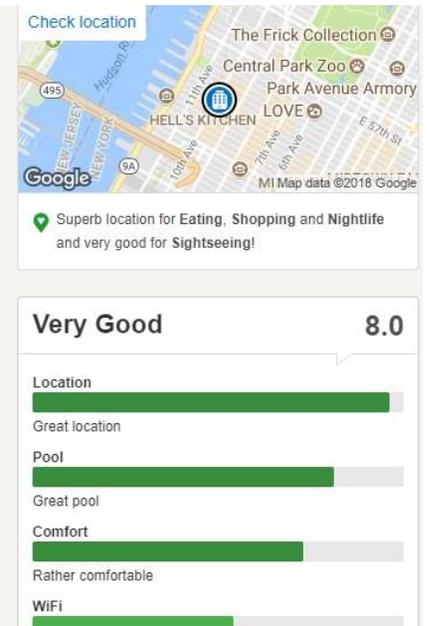
## SPONSORSHIP OPPORTUNITIES

What's in there for your company or business? Co-sponsoring the event will allow your business to advertise your company, services and exhibit your products to a community and across social media nation and worldwide

	Diamond \$10,000 and above	Platinum \$7,500	Gold \$5,000	Silver \$1,000-2,499	In Kind \$500-750
VIP Entrance, including VIP Seats and Gift bags	10	8	6	2	1
Logo and Link on our website	X	X	X	X	X
Social Media Mentions	X	X	X	X	X
Option to place material in 200 VIP Gift bags	X	X	X	X	X
Capturing your company with our Models /Designers	X	X	X		
Video clip about your company /brand with our Models /Designers	X	X	X		
Company on Poster/Program/Presentation	Logo	Logo	Logo	Only Name	Only Name
Company Logo & Link in E-Blast Invitations	X	X	X		
Mentions during two events	X	X	X		
Sponsor / Vendor Table	X	X			
Right to display company banners at entrance of show	2 Banners	1 Banner			
Company's Logo in "Step & Repeat" within two events	X	X			
Mentions in Press Release	X	X	X	X	X
Meet and greet an invited celebrity	X	X	X		
Give a brief into and greet an audience on stage/runway	X	X	X	X	X

## OUR VENUES

**The Penthouse, Skyline Hotel New York City** is a beautiful, spacious venue is conveniently located in the midtown's Garment District, 265 West 37th Street [at Eighth Avenue], 17th Floor, New York, N.Y.10018). Skyline Hotel New York City (725 Tenth Avenue & 49th Street, New York, NY, 10019, USA) is a superb location for eating, shopping and nightlife and very good for sightseeing!

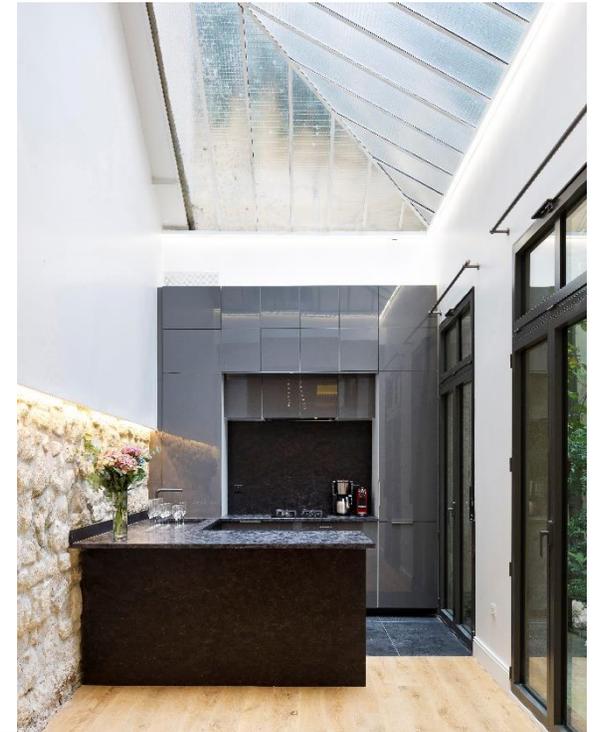


There is plenty space available for vendors on the events day.

**The Pristine Le Marais Showroom, Paris, France (65 rue de Turenne, Paris, France)** is located on one of Le Marais' most popular streets and is ideal for Fashion Showrooms, Product Launches and high-end Private Sales.

The space has immaculate interiors with sublime white walls, wooden floors, spotlights and columns throughout the space. Large windows onto a garden area accentuate the bright atmosphere and give the space a contemporary edge.

This brilliant space is advantageously located in a highly in-demand area and is an impressive location for brands and designers to host sophisticated showroom events.





If you have any questions, please contact us

For sponsorship/partnership/interviews/press:

Dr. Lacie Cupani, MS, MD, PhD

Cupani Marketing Group (CMG): Asia; Europe; Japan;

Cupani Fashion LLC

Phone/WhatsApp/ Viber: +1-501-749-9479

Email: [cupanifashion@gmail.com](mailto:cupanifashion@gmail.com)

Show website: [www.cupanifashion.com](http://www.cupanifashion.com)

Instagram @cupanifashion

Cupani Fashion Facebook: <https://www.facebook.com/cupanifashion>

The Model of The Year: <https://www.facebook.com/events/201283706958311/>

CMG New York City Fashion Week: <https://www.facebook.com/events/274495879549633/>

CMG Paris Fashion Week <https://www.facebook.com/CMGParisFashionWeek/>

For inquiries about partnership/sponsorship

<https://www.cupanifashion.com/sponsorship-request.html>

For inquiries about media, press or photographer accreditation

<http://www.cupanifashion.com/sponsorship-request.html>