

Fashion Shows



Features:

- Preview Evening for press and invited guests - champagne reception, goody bags and exclusive fashion show
- Highly choreographed fashion shows featuring retailers' seasonal lines
- Stylist, choreographer, professional models and dancers including children
- Stage and technical production
- Retailer liaison
- Beauty Playground
- Fashion Competitions
- Sales promotion

** Spirit can deliver an entire integrated campaign or individual components of a campaign*

Previous clients:

Centrale - Foyleside - Galway - Lakeside - Liffey Valley - Mahon Point - Manchester Arndale - Rushmere - Whitewater

Client:

Harry Crooks, Centre Manager at Rushmere reported a significant increase in footfall during the Fashion Rush campaign. Footfall in the centre increased considerably with a rise of 18% on the same period in 2005.

Retailer:

"Sales were up every day of the event, including glamour wear which is normally a slow seller in this store." - Store Manager of La Senza, Mahon Point

Price: Tailored packages to suit centres of all sizes.