



RGP

Rogues Gallery Presents

Spring / Summer 2013 Designer Application



▶ ABOUT RGP

Rogues Gallery Presents has been producing high quality fashion shows for quite some time. The Rogues Gallery Presents Emerging Designers event has been a labor of love for the past seven years. It now attracts more than one thousand persons to the live show, and for the second year will be held at the Hotel Pennsylvania in New York City, across from Madison Square Garden. The RGP runway show will be preceded by a reception and gallery display of presenting designers in the lobby and an exhibition and sale by accessory designers and corporate sponsors in the adjacent hall. Attendees include retail buyers, journalists, editors, bloggers, photographers, stylists, wardrobers, New York socialites and fashion insiders..



This group show has grown to include an amazing cadre of quality designers whose work deserves the opportunity to show to buyers and press during New York Fashion Week. The fashion forward designers whose collections are selected for inclusion in the RGP group show, are mostly independent businesses who create and sell limited edition lines to stores, have garnered some press and wish to expand their lines into more retail outlets. RGP makes this necessary access affordable. As these small American based businesses grow, fashion industry related jobs are a natural outgrowth. Your support as a sponsor of this event gives your business visibility in an underserved niche market that is poised for success and ever expanding.



PHOTOS COURTESY OF:

VISUAL DIALECTS, 337 PHOTOGRAPHY, FRED SLY PHOTOGRAPHY, PERIMETER PHOTOS



▶ ROGUES GALLERY PRESENTS



Ron Cooke, CEO of Rogues Gallery Presents, has been presenting quality Fashion events for over 30 years. Ron has worked with the likes of politicians, athletes, musicians, and many other high profile individuals. As one of the nation's established stylist, he has consistently worked with today's hottest actors, actresses and musicians for various magazines, commercials, print ads, and infomercials.

Blessed with an intuitive sense of style and fashion, Ron Cooke can take on any medium in the fashion industry. Mentoring aspiring talent to find their niche and fulfill their dreams is what he does. RGP partners with a variety of CEO's of other dynamic companies in the industry that include beauty, marketing, public relations, retail and more on a regular basis in order to achieve a balance and accurate presentation of his vision of "FASHION".





▶ RGP DESIGNER PACKAGE

Registration is currently open as we are accepting submissions for Designers to show in the RGP - Spring/Summer 2013 in New York City at the Hotel Pennsylvania, Sunday, September 9, 2012 at 4:00 PM. All categories from ready-to-wear, evening, casual, sports and swimwear are being accepted. RGP is seeking national and international designers who demonstrate creativity, quality and broad appeal to take part in this juried presentation. The Designer package below is designed to provide maximum exposure at an affordable price:

Apparel Designer Package \$2,000.00 Includes:

- Venue, Staging and Lighting
- Hair and Make-up
- Up to 20 garments/looks
- Pre-Show reception and Exhibit
- Full size Mannequin and Banner for Exhibit Display
- A full photo set of 5x7" prints of each designer's fashion runway presentation
- A standard press release written for media publicity
- A full photo set of .JPEG images on disc that are licensed for maximum of three print publication use
- A finished .MP4 video file of each designer's presentation optimized for Internet publishing delivered on disc
- Licensing for unlimited internet sharing and news editorial use (*non-advertising use*)
- A submitted press release will be packaged for EPK dissemination to 100 fashion press contacts
- Select from a pool of 35 experienced RGP models
- Dressers to assist Designer during Collection showing

▶ **Designer Requirements**

Designers are required to submit samples from their previous season's collection. If the collection is unavailable for review, a link to high resolution photos where the garments can be viewed online must be provided until physical garment can be submitted. The deadline to submit your samples is June 30, 2012.

▶ **Registration Fees**

\$300.00 non-refundable deposit is due upon notification of acceptance by the Viewing Board. The balance is due on or before August 15th. Payments may be made by Certified Check or money order to: **RGP 608 Ben Bow Drive, Virginia Beach, VA 23464**

Note: Completion of designer registration form does not guarantee participation in the show until collection is approved by RGP Viewing Board. In the event of circumstances beyond the control of RGP, that may cause the advertised venue not to be available, we will make every effort to provide a comparable venue, staging, lighting and all other services listed as part of the package. Designer understands that producer may not be held liable for change in venue due to circumstances out of his or her control. Once collection is approved for the show, all payments received are final and non-refundable.



▶ RGP ACCESSORY DESIGNER PACKAGES

Registration is currently open as we are accepting submissions from Accessory Designers to Show in the RGP - Spring/Summer 2013 in New York City at the Hotel Pennsylvania, Sunday, September 9, 2012 at 4:00 PM. All categories from cloth accessories to shoes, millinery, jewelry, time-pieces and hand bags are being accepted. RGP is seeking national and international designers who demonstrate creativity, quality and broad appeal to take part in this juried presentation. The designer packages below are designed to provide maximum exposure at an affordable price.

▶ FEATURED ACCESSORY DESIGNER

\$2,000.00 Includes:

- Venue, Staging and Lighting
- Hair and Make-up
- Up to 20 garments/looks
- Pre-Show reception and Exhibit
- Full size Mannequin and Banner for exhibit display
- A full photo set of 5x7" prints of each designer's fashion runway presentation
- A standard press release written for media publicity
- A full photo set of .JPEG images on disc that are licensed for maximum of three print publication use
- A finished .MP4 video file of each designer's presentation optimized for Internet publishing delivered on disc
- Licensing for unlimited internet sharing and news editorial use (*non-advertising use*)
- A submitted press release will be packaged for EPK dissemination to 100 press contacts
- Select from 35 experienced RGP models
- Dressers to assist Designer during event showing

▶ ACCESSORY EXHIBITOR

\$700

Accessory vendors can rule the catwalk in their own right by displaying their product as **an accessory to** apparel presenters to earn publicity value on the catwalk. Receive a vendor table, an EPK media package with photos and video to share with fashion editors; and a listing in RGP's website and program listing.
(*Exclusive to Accessory Designers!*)

▶ TABLE VENDOR

\$350

Market and sell your accessories as a RGP vendor. RGP offers added value for vendors by extending the vendor's presence upon our website's photo gallery. RGP's fashion audience can reconnect to vendors using RGP's photo gallery and link onto each vendor's business website. Exhibitor area is open to the general public while the closed door fashion show will be accessible to ticketed guests only.

- EXHIBITOR TABLE at designated area during pre-reception and after fashion show
- RGP PHOTO GALLERY PLACEMENT with a reciprocal hypertext link
- PROGRAM ADV. LISTING

▶ Registration Fees

A 15% non-refundable deposit is due upon notification of acceptance by the Viewing Board. The balance is due on or before August 15th. Payments may be made by Certified Check or money order to: **RGP 608 Ben Bow Drive, Virginia Beach, VA 23464**

NOTE: Completion of the registration form does not guarantee participation until collection is approved by RGP Viewing Board.



▶ DESIGNER APPLICATION

Thank you for your interest in showcasing during the RGP, **Rogues Gallery Presents** Spring/Summer 2013 runway shows and events. We are accepting applications from the established as well as up and coming independent fashion designers. Please include your publicity photo with sample images of your collection with this application form.

This is a fillable form document. Please type into the form fields and print this document.

FIRST NAME

LAST NAME

COMPANY NAME

COMPANY TYPE

FAX#

E-MAIL

OFFICE PHONE

MOBILE PHONE

WEBSITE

ADDRESS 1

ADDRESS 2

CITY

STATE

ZIP CODE

▶ DESIGNER BIOGRAPHY

YOUR YEARS OF EXPERIENCE

COLLECTION TYPE: GENDER

ARE YOU CURRENTLY WHOLESALING? YES NO

DO YOU OWN YOUR OWN BOUTIQUE? IF SO WHERE?

**PRINT
SETUP**

**PRINT
FORM**

PLEASE MAIL WITH PHOTOS AND PAYMENT TO: **RGP, 608 Ben Bow Drive, Virginia Beach, VA 23464**