

FashionTM SHOWDOWN



PRESENTED BY

CHEKESHA JOHNSON

07.27.2019 @ 5PM

LIFE HTX

Meet your founder

Fashion Showdown was created by Houston native and New York model and actress, Chekesha Johnson. During her time at MMG modeling agency, Chekesha has taken on acting roles in multiple TV series, including "Empire City," "Sex, Drugs and Rock and Roll," and "Scorned: Love Kills." She has modeled in Project Runway, Project Accessory, Escape Routes, and New York Fashion Week. She can be seen in multiple magazines, doing ads for brands like Maxim and L'oreal, Palmer's Lotion and Dr. Scholl's Step Insoles. She also started her own Model Boot Camp in Houston, Texas.

Chekesha has a large following on social media, with over 40k followers on Instagram and Twitter collectively.



@CHEKESHAJ

PRESS CLIPPINGS



MEDIA IMPRESSIONS

- Over 200 attendees
- Press coverage by FOX 26 News
- Red carpet hosted by Eyeconic TV
- Over 700K social media impressions



@ASHLEYKASHLEY
353K followers



@IRVINRANDLE
255K followers



@SIMPLYKRISTINMD
110K followers

2018 CELEBRITY JUDGES



Eventbrite

Fashion
SHOWDOWN

Marketing Strategies

- 1 Geofencing marketing is location-based ads where a user's location is recorded via the internet, and advertisements are only shown to people in a specific location target. We intend on using geofence marketing to pinpoint the area codes of 77057, 77019, and 77027.
- 2 Advertising on marketing sites such as the Greater Houston Chamber of Commerce, Eventbrite, Visit Houston, Houston Press, among others.
- 3 Using diverse influencers to attract a multicultural attendee list, thus exposing talents and clients to a versatile audience.
- 4 Media relations through news and radio interviews
- 5 Social media marketing through Facebook and Instagram ads

Projected Attendance: 300

EVENT DETAILS



- Top Rated Houston event venue
- Seating capacity: 250
- 4000 square feet
- State of the art lighting & sound system

VENUE: **LIFE HTX**



July 27, 2019

VIP Mixer @ 5pm
Doors open @ 7pm



VENUE HIGHLIGHTS:

- Giorgio Armani 2017 Fashion Show
- Shaquille O'Neal private birthday party
- Private performance by Dru Hill

Fashion SHOWDOWN 2019

- Actress and comedian
- Over 700K followers
- Over 5 million media impressions in 2019



As seen on:

- Inside Edition
- TMZ
- Dish Nation
- Rickey Smiley Show
- PageSix TV
- New York Post
- Essence
- TV One

CELEBRITY GUEST

TORREI HART

Fashion Showdown

VIP



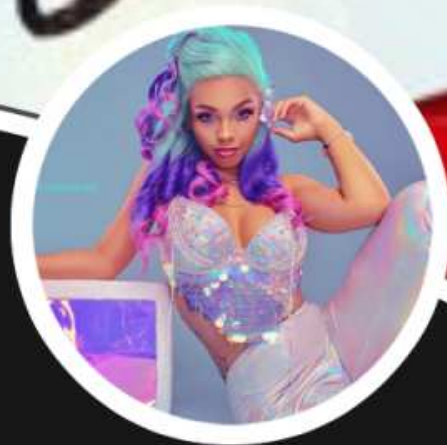
BICHAR MYRTL

Founder,
Couture for Change Model Academy



BEENA YUSUF

CEO of SHE Magazine USA
International Fashion Designer



TOYA JEWEL

CEO of Slay Attire
Fashion Designer & Model



MANUEL REUTER

Producer,
When Worlds Collide Fashion

2019 JUDGES

PURPOSE

The Fashion Showdown seeks to showcase the raw talent of local fashion designers while simultaneously providing clients with successful productions and media coverage. Our direct focus is to ensure our client's brand is integrated properly within their target market, while strategically expanding consistent exposure. The show entices hundreds of attendees to the Montrose/River Oaks areas of Houston, Texas; areas which consist of a very culturally diverse demographic. The Fashion Showdown will combine our talents' influence with your company's brand, while adhering to a larger audience looking to network in the fashion & beauty industry.

This event will attract individuals who enjoy celebrating fashion, beauty, health, and the way these elements, together, can be turned into a work of art.

FOR MORE INFORMATION

CONTACT

Social Media



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Fashion
SHOWDOWN



TART ENTERPRISES

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Berry Dynamic