



## WESTERN CANADA FASHION WEEK: CREATING A COMMUNITY, BUILDING AN INDUSTRY

Thank you for your interest in Western Canada Fashion Week (WCFW), which was established in 2005 and has developed into a nationally-recognized fashion and design event. As the second-largest Fashion Week in Canada, WCFW continues to grow each season, creating a community of designers, stylists, makeup artists and industry professionals who shape this unique fashion, art and design experience that allows all designers to showcase their work to both buyers and clients.

### Fashion Avenue

Old Strathcona is a vibrant area that has always supported entrepreneurs and creative enterprises. WCFW is dedicated to supporting emerging artists and entrepreneurs, and is committed to communities that provide opportunity for talent. WCFW's partnership with the Old Strathcona Business Association turns Whyte Avenue and area into Fashion Avenue for the month leading up to Fashion Week, the eight days of Fashion Week, and the two weeks following Fashion Week. WCFW runs in the spring and fall each year; visit [www.westerncanadafashionweek.com](http://www.westerncanadafashionweek.com) for this season's dates.

Partnering with Old Strathcona allows us to create more buzz that is beneficial for both Old Strathcona businesses and WCFW. Each season, WCFW brings an audience of thousands, in addition to over a thousand participants, including designers, performers, models, salon owners, makeup artists and volunteers, into the Old Strathcona area.

### Whyte Avenue Businesses: Participate in Fashion Avenue

Create a promotion in your business in conjunction with WCFW to carry the buzz of Fashion Week into your store. With your support, we can make Fashion Avenue a great success for everyone. Examples of Fashion Avenue campaigns include:

- Trunk shows
- In-store workshops
- Contests
- Makeovers
- Gifts
- In-kind services
- WCFW charitable seats sponsorship

### Other Ways to Get Involved in WCFW

WCFW also promotes businesses on Whyte Avenue and in the area with the Whyte Avenue Retail Showcase. Find out more at [www.westerncanadafashionweek.com/designers-retailers](http://www.westerncanadafashionweek.com/designers-retailers).

## FASHION AVENUE REGISTRATION

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Please print clearly (or type directly into editable PDF form and save). Any questions about the application can be directed to [whyteave@wcfw.ca](mailto:whyteave@wcfw.ca).

**Submit completed form by email to [whyteave@wcfw.ca](mailto:whyteave@wcfw.ca)**

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business Address: \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Details about your Fashion Avenue promotion:

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