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WHEN THE CURTAINS CLOSE, THE REAL
SHOW BEGINS

CLOSED CURTAINS OF FASHION



EXECUTIVE SUMMARY

ABOUT CLOSED CURTAINS OF FASHION

- Organizes guerrilla fashion shows in random places- Moncler Fall 2011 Collection
- Excessible through a paid mobile app that functions as a social media scavenger hunt.
- Connects upcoming designers, artists and the entire fashion community.



THE MAIN PROBLEM FASHION DESIGNERS ARE FACING

EXPOSURE

- A VOGUE BUSINESS SURVEY OF 600+ FASHION PROFESSIONALS REPORTS THAT DESIGN TEAMS REMAIN "WIDELY UNRECOGNIZED," WITH RESPONDENTS CALLING FOR MORE VISIBILITY AND CREDIT FOR THE PEOPLE ACTUALLY DOING THE WORK BEHIND CREATIVE DIRECTORS.

BRAND CONNECTIONS

- VOGUE BUSINESS'S 'DEBUNKING THE DREAM' FINDS THAT MARGINALISED DESIGNERS REPORT BEING EXCLUDED FROM KEY ROOMS, NETWORKING SPACES AND DECISION-MAKING, LIMITING PROGRESSION AND VISIBILITY.

FINANCIAL RESOURCES

- THE GUARDIAN REPORTS THAT DURING FASHION MONTH, SEVERAL YOUNG BRITISH DESIGNERS COULD NOT AFFORD TO SHOW AT ALL, DESCRIBING "ODDS STACKED AGAINST THOSE COMING UP THE RANKS" AND HIGHLIGHTING HOW SHOW COSTS AND INFLATION MAKE PARTICIPATION PROHIBITIVE

PROBLEM STATEMENT

PROPOSED SOLUTION

- TARGETED MICRO-EVENTS TO BOOST EXPOSURE
- PARTNER WITH EMERGING DESIGNERS FOR ACCESS
- LOW-COST, HIGH-IMPACT MODULAR STAGING

TIMELINE

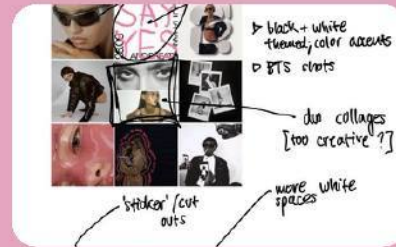
NOVEMBER 2025-
FEBRUARY 2026
MARKET RESEARCH



MARCH 2026-
BRAND DEVELOPMENT



APRIL- MAY 2026
APP CREATION



JUNE-JULY 2026
DESIGNER
RECRUITMENT/EVENT
PLANNING



TIMELINE



AUGUST 2026
TEST RUN- PRIVATE LAUNCH
EVENT



OCTOBER 2026
OFFICIAL LAUNCH EVENT



NOVEMBER 2026
TWEAKS, GROWTH & EXPANSION

PRICING

DESIGNER PARTICIPATION PACKAGE

Tier	Price Range	Includes
Emerging Package	\$200-300 per event	Includes one guerrilla-style fashion show, basic event promotion, shared backstage space, and professional photography coverage
Professional Package	\$500-700 per event	Premium show slot, featured on mobile app, digital promotion, and social media highlights
Collaborative Collection Package	\$1,000+	Multi-Designer collaboration event, exclusive behind the scenes video features, direct link to product sales and sponsorship exposure

PRICING

AUDIENCE ACCESS/ APP SUBSCRIPTION

Access Type	Price	Features
Basic Access	Free	View public scavenger hunt clues via social media posts
Premium Access Subscription	\$4.99/month	Unlock exclusive locations, early show notifications, and reserve seating
Event Pass	\$15-25 per ticketed event	Guaranteed entry, reserved seating, priority placement

CASE STUDIES

- VETEMENTS POP-UP IN PARIS
- PALOMA WOOL GUERRILLA SHOW
- MOCLER PUBLIC TRANSIT FLASHMOB
- COMME DE GARÇON GUERRILLA STORES



OF FASHION DESIGN GRADUATES
SECURE A DESIGN JOB

2%

EMPLOYMENT GROWTH FOR FASHION
DESIGNERS

CONCLUSION

CLOSED CURTAINS OF FASHION REPRESENTS A STEP FORWARD FOR THE FASHION COMMUNITY
THIS PROPOSAL OUTLINES A VISION OF THE FUTURE OF FASHION AND RESHAPES THE WAY WE
CAN SHARE FASHION WITH THE WORLD. TO TAKE THE FIRST STEP INTO MAKING THIS IDEA COME
TO LIFE CONTACT ME BY THE INFORMATION LISTED BELOW.

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