

CAROLINA  
CLASSIC *Hair* & FASHION  
SHOW



# CAROLINA CLASSIC HAIR & FASHION SHOW

October **30** 2022

Columbia Metropolitan Convention Center  
1101 Lincoln St Columbia, SC 29201

THE CAROLINAS **#1**  
HAIR AND FASHION SHOW

# OUR MISSION

Our mission is to bring awareness to the community that hair and fashion are forms of freedom that allows individuals to express themselves without being judged for their creativity or individual character.



“WHERE HAIR  
AND FASHION  
ARE FREEDOM”





# ANTWONN GATHERS

## FOUNDER/CEO

The CCH&FS was created in 2019 by professional barber and community leader Antwonn Gathers, a native of Charleston, SC. Hair shows and barber battles are nothing new to him as he's received numerous awards throughout his 20+ years in the industry. He has placed 1st or 2nd in all barber battles in which he has competed.

When Antwonn envisioned the show, he realized hair and fashion are forms of freedom. This event was created for all people, from all backgrounds to have the opportunity to express themselves freely and without judgement. He also realized no one was orchestrating a hair and fashion show combined in South Carolina at the time. Tapping into both markets simultaneously was a no brainer and he decided it was time to launch.

The CCH&FS is expected to be one of the biggest attractions in the Carolinas within the next 4-5 years. Antwonn expects his vision to reach people not only in the Carolinas but on a global scale. This event was not created by chance or coincidence but by pure destiny. The CCH&FS will be a major event in the very near future and the buzz has already started. It's a new wave, a new experience and a new way to incorporate both hair and fashion.



# LUCHINA DANIELLE

## COORDINATOR

Luchina Danielle a native of North, SC was brought onboard in 2019 as the CCH&FS Model/Designer Coordinator-Runway Coach. She brings 15+ years of experience in the beauty and fashion industry.

Modeling began as a hobby for Luchina and she eventually pursued it professionally, gracing the runways of fashion shows throughout the Southeast. From there she became a Model Coach mentoring and developing aspiring models. She is the owner of Lucy Productions LLC, which specializes in model & talent consultations, runway coaching and fashion show production. Luchina has appeared in music videos as well as various TV and film projects. She believes the CCH&FS will bring together models, creatives and other artist from various genres of the beauty and fashion industry. In doing so this will provide a platform for collaborations and individuals to share their various gifts and talents. There will be no limit to what we will accomplish.



# WHAT CAN BE EXPERIENCED AT THE EVENT

- ✓ Celebrity Guest Meet & Greet
- ✓ Media Coverage
- ✓ Runway Show
- ✓ Entertainment
- ✓ Barber Battles
- ✓ Hair Showcases
- ✓ 360 Photo Booth
- ✓ Red Carpet Experience
- ✓ 25+ Vendors
- ✓ Food and Drinks
- ✓ Meet Models and Designers
- ✓ Foreign Cars on Display (Foreign Row)
- ✓ Giveaways
- ✓ Live Model Photo Shoots **plus much more**



CAROLINA  
CLASSIC *Fair* & FASHION  
SHOW

GALLERY







# THE CAROLINAS #1 HAIR AND FASHION SHOW



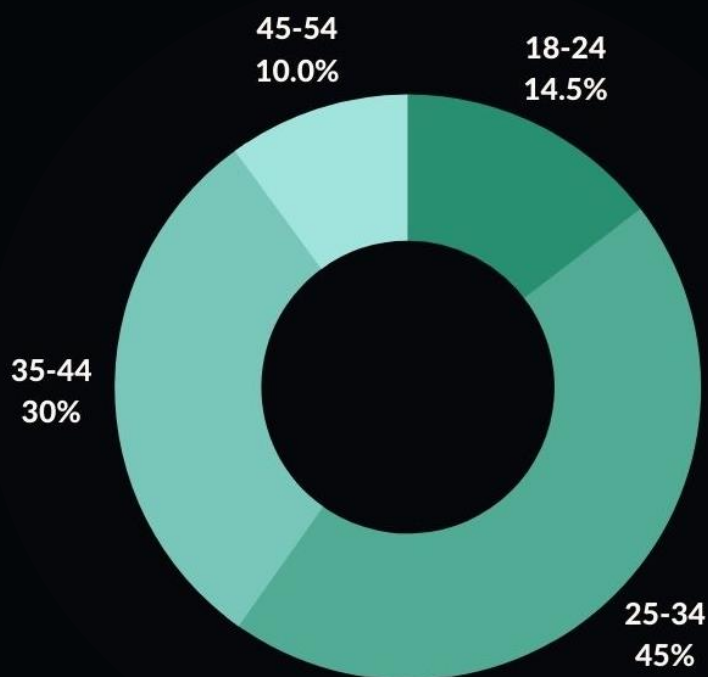




# DEMOGRAPHICS

---

AGE RANGES OF  
OUR TARGET  
AUDIENCE AND  
PAST ATTENDANCE



## SOCIAL MEDIA REACH

---

FACEBOOK  
REACH

**20,240**

INSTAGRAM  
REACH

**18,648**

## COMBINED SOCIAL MEDIA IMPRESSIONS

---



**42,000**





# CONTACT US



@carolinaclassichairandfashion



@carolinaclassic\_hairandfashion



@carolinaclassic\_show



Carolina Classic Hair & Fashion Show



(843) 460-0504



carolinaclassicshow@gmail.com



carolinaclassicshow.com