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November 24, 2024

Partner with (DE-FI) Global INC to Transform Fashion and Economic Growth in Southwest Ohio

(DE-FI) Global INC invites you to join us in shaping the future of fashion and economic growth during our 2025 season. This is your opportunity to gain international visibility while supporting innovation, workforce development, and sustainability in Southwest Ohio.

The fashion industry contributes **\$2 trillion globally and 1.6% of the world's GDP**, presenting a major economic opportunity for our region. By leveraging Montgomery County's **35% farmland**, we aim to integrate agriculture into fashion, fostering sustainable industries like hemp, cotton, and silk production.

- **Hemp fibers contribute \$623 million annually to Ohio's economy** (USDA), and the Miami Valley leads in production.
- **Mulberry silk production is projected to reach \$4.9 billion by 2029**, and Montgomery County is well-suited to grow mulberry trees.
- **Cotton will be a viable crop in Southwest Ohio by 2050**, contributing to a **\$120 billion U.S. industry**.

As fashion professionals migrate from high-cost cities like Los Angeles and New York to the Midwest, our region is uniquely positioned to attract this talent and build a thriving garment manufacturing industry. Ohio is already home to **seven garment manufacturers generating \$71 million in 2023**, with opportunities to expand significantly.

(DE-FI) Global INC has empowered over 1,000 fashion professionals since 2013, with alumni featured in Vogue, dressing A-list celebrities, and participating in major events like the Oscars and New York Fashion Week. Now, we're expanding our efforts with:

- **Dayton's first accredited fashion design certification program** at the Fashion Institute of Ohio.
- **The Cincinnati Fashion Incubator** to support emerging talent and businesses.
- Initiatives to **reshape the U.S. garment supply chain**, creating high-paying jobs and driving innovation.

Did you know it takes **17 different skill sets to produce a single garment?**

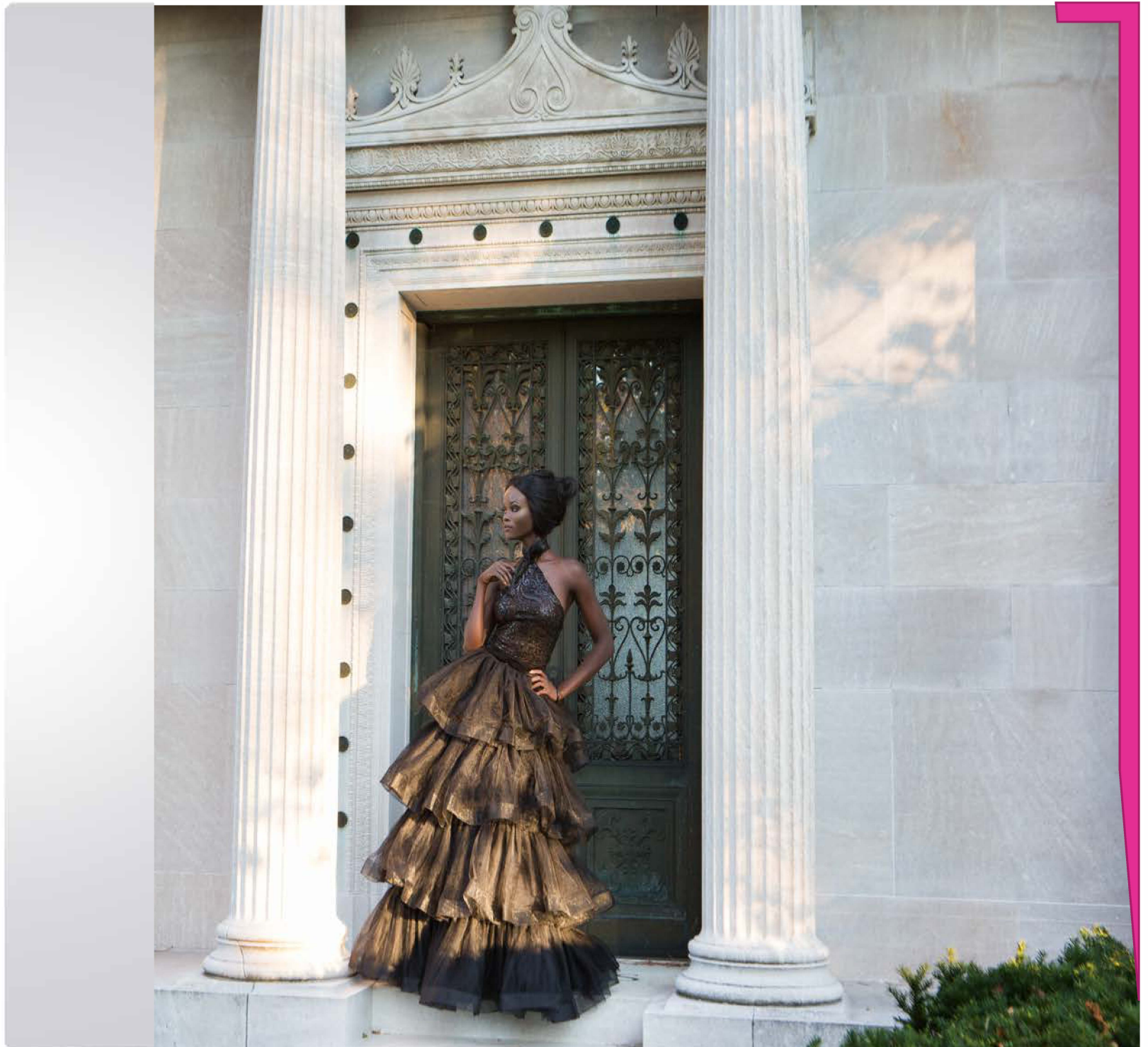
- **Designers, pattern makers, digital designers, and fit models** to create and refine designs.
- **Markers, cutters, sewers, finishers, packagers, and shippers** to produce and deliver garments.
- **Photographers, retail buyers, sales teams, AI developers, and social media managers** to market and sell products.

With roles like marketing managers, e-commerce executives, and creative directors earning between **\$64,000 and \$136,000 annually**, we can train and develop these professionals locally.

By partnering with us, your support will help build a sustainable fashion ecosystem, attract skilled talent, and grow our region into a hub for fashion, agriculture, and economic innovation.

Let's work together to bring this vision to life. For more information, please contact me at 937-416-1388. Thank you for considering this impactful partnership.

Best regards,
Caressa L. Brown
Owner/Director of (DE-FI) Global INC



Who We Are and What We Do

(DE-FI) Global INC is led by a volunteer team of experienced fashion industry professionals, business owners, and event planning specialists dedicated to fostering growth and innovation in fashion. Our mission is to support independent designers and fashion professionals by providing the tools, resources, and connections they need to succeed.

Our focus includes:

Developing fashion designers and professionals to help them refine their craft.

Assisting in building strong teams and recognizable brands.

Connecting individuals with like-minded professionals pursuing careers in media, events, and production, fostering collaborative growth.

Supporting the creation and production of their products.

Inspired by global fashion hubs like New York, Paris, and Milan, the Dayton Fashion Week Designer Incubator is designed to develop, connect, and elevate emerging fashion talent. Through hands-on, engaging opportunities, we bring together participants, professionals, and guests to explore fashion-based industries, including media, events, agriculture, and garment manufacturing.

Our vision is to position Dayton, Cincinnati, and Southwest Ohio as leaders in fashion innovation. Building on the region's legacy as the birthplace of aviation and a hub of creativity, we are staking our claim as the fashion capital for developing and advancing garment manufacturing and fashion talent.

The mission of the Dayton Fashion Week Designer Incubator and the Cincinnati Fashion Incubator is to provide independent fashion designers and professionals with resources, education, advocacy, and opportunities to thrive in the fashion industry.

Core Values:

- **Excellence:** Striving for the highest standards in everything we do.
- **Diversity & Inclusion:** Valuing diverse perspectives and creating accessible, inclusive opportunities for all.
- **Innovation:** Embracing new ideas and interdisciplinary collaboration.
- **Integrity & Transparency:** Building trust through honest and ethical practices.
- **Collaboration:** Fostering partnerships to support creative and professional growth.

By prioritizing access, affordability, and innovation, we are committed to creating a thriving, inclusive fashion ecosystem in Southwest Ohio.





(DE-FI) Sponsors and Partners

Your generous support ensures that no one is denied access to our services due to an inability to pay. Thanks to you, our talent has gained invaluable opportunities, including professional development through the Council of Fashion Designers of America (CFDA), working with legendary design houses, dressing A-list celebrities, walking in New York, Paris, and Milan Fashion Weeks, being featured in Vogue, Glamour, and Essence, winning prestigious awards, and more.

Your contributions enable our Cincinnati and Dayton Fashion Incubators to foster entrepreneurial innovation through individualized support, mentorship, collaboration, events, and resources. These efforts are driven by our **Fashion Pipeline Program**, which includes:

Cincinnati/Dayton Threads: A platform for designers to test their designs with target markets and refine them.

A Generation of (DE-FI)ance: A hands-on, youth-focused initiative introducing the business and creative aspects of the fashion industry.

(DE-FI)ance Magazine: An editorial publication spotlighting industry game changers and redefining independent fashion.

The House of Defiance: A Fashion & Design Co-working Experience: where teams are built, brands are developed, and skills are honed.

Your support drives our mission to empower aspiring designers to build successful careers and businesses. Thank you for making this impact possible.

#TheFashionPipeline

Thank You

Strategic Partners, Affiliates, & Associates

Evans Motorworks
 Uptown Custom and Collision
 The Ohio Pain Clinic
 L and H Rental
 BeautiControl
 The Shoe Diva Boutique
 Creative Images
 Pure Elegance Body Sculpting Spa Dayton
 Most Metro
 Audio Etc
 SunWatch Indian Village and Archaeological Park
 Caressa Brown Holdings Company Michelle Jannazo
 Kimberly Turner
 Loan Star Pawn Shop
 Singer Properties
 Sky Investors Group, LLC
 Royce Real Estate, LLC
 Bucyrus Land Holding LLC
 Mary Kay
 Edward A Dixon Gallery
 Miller Valentine
 5/3 Center
 The Circle of Vision Keepers Re-entry and Recovery Program
 Montgomery County Sheriff's Department
 Montgomery County Sheriff's Police Athletic League (PAL)
 The Corner Stone Project
 The Wright Brothers USA Brand
 Two Trees
 The MunDay Program
 The City of Moraine
 The City of Kettering
 Clover Storm Photography
 Miami University
 Fashion Institute of Design and Merchandising (Los Angeles, CA)
 The University of Dayton
 The University of Cincinnati
 The Washington Prime Group
 Dayton Mall
 Council of Fashion Designers of America
 CFDA Connects
 Providing For Women
 Veggie-Soul The Urban Farmers Market
 Wagtown
 Women Encouraging Women
 Clover Storm Photography
 Lavish Vixens Model Agency
 HER Curves Boutique



#TheFashionExperience: Where Innovation Meets Opportunity

When it comes to delivering world-class fashion experiences, (DE-FI) Global INC is unmatched. Since our launch in July 2013, we've hosted **13 sold-out runway events**, redefining what it means to create unforgettable fashion moments. Whether it's a fiery runway at an ancient restored Native American village or taking over an airplane hangar with the iconic Wright B Flyer, **we don't just produce events—we craft experiences that leave lasting impressions.**

Our leadership team's credibility is unparalleled. Selected by the **Council of Fashion Designers of America (CFDA)** for hands-on training during the former Mercedes-Benz Fashion Week and invited by Art Hearts Fashion, a leading producer of New York Fashion Week, we're one of the few regional organizations with such elite access and experience. DeFi isn't just another fashion organization—we're the only one in the region consistently producing **high-caliber talent and success stories** that make waves across the industry.

Why Partner with (DE-FI) Global INC? Your financial support isn't just an investment—it's an opportunity to align your brand with innovation, creativity, and excellence. Partnering with (DE-FI) gives you a seat at the table during the development of groundbreaking talent and access to unmatched visibility, audience engagement, and brand recognition that no other organization can provide.

Here's how we deliver value at every stage:

- **Before the Event:** Get featured in our exclusive pre-event marketing campaigns, building anticipation for your brand.
- **During the Event:** Leverage on-site campaigns to engage directly with our audiences and showcase your brand in action.
- **After the Event:** Benefit from high-quality leads and amplified exposure generated through our targeted and intentional approach to partnerships.

(DE-FI) Delivers Like No One Else. At (DE-FI) Global INC, we don't just offer sponsorship opportunities; we deliver a partnership with purpose. Your support helps us create world-class fashion experiences, cultivate top-tier talent, build a legacy of excellence in the fashion industry, and drive job creation and economic growth. With customizable, affordable packages designed to fit your goals and budget, we ensure your brand will stand out, be remembered, and drive results.

No one else can provide this level of access, visibility, and impact. If you're looking to partner with a leader in innovation and talent development, **(DE-FI) is your only choice.**

Let's re(DE-FI)ne what's possible together. The fashion industry generates \$2 trillion annually, driving job creation and economic growth. By partnering with (DE-FI), you're not just supporting world-class talent—you're investing in transforming lives, revitalizing our community, and building a stronger, more inclusive economy in Southwest Ohio.

With a mix of affordable, effective, and strategic promotional opportunities, our targeted partnership ensures that your audience will come looking for you throughout the entire targeted and intentional process of our partnership.

#BeDisruptive #TheEvolutionContinues



Disruptive Strategic Partner Package – \$3,500

Position your organization as a leader in innovation and community impact with our Disruptive Strategic Partner Package. This exclusive opportunity offers unmatched benefits and visibility, aligning your brand with the future of fashion while making a tangible difference in the lives of emerging talent.

Package Includes:

Exclusive Membership: Honorary Innovative Fashionpreneur membership to the House of (DE-FI)ance Fashion and Design Co-Working Experience.

Strategic Partnership Plan: A tailored plan aligning with your organization's values and goals to maximize impact.

Business Opportunities:

- Present during a Build-A-Brand experience.
- Feature job postings on the Brain Dayton Job Board.
- Serve as business mentors for participants in our fashion incubators.

Grants in Your Name:

- One \$1,000 grant supporting a participant in our fashion incubator.
- Five \$100 grants supporting professional development for college and high school students from underserved communities.

Event Hosting Opportunities: Host an event during Dayton Fashion Week: The Collections, or Fashion Week of Cincinnati, including signature cocktails.

Corporate Visibility:

- Logo placement on all event promotions, including the website (with hyperlinks), mailers, social media, emails, and event materials.
- Two-page advertisements in event programs and (DE-FI)ance Magazine (submission deadlines apply).
- Top-tier placement on the partnership wall during events.

Event Access and Recognition:

- Access for two representatives to all Build-A-Brand experiences and Brain Dayton networking opportunities (discounts for additional representatives).
- Prominently placed seating for all (DE-FI)ance runway experiences and events.
- Six VIP tickets to our 2025 season.
- Marketing and PR opportunities, including the (PARENTHETICALLY) Speaking newsletter.
- Opportunities to address attendees during events.

Swag and Auction Opportunities:

- Provide promotional items and literature for swag and gift bags (100-item minimum, non-exclusive).
- Silent auction opportunities for item donations.

Exclusive Perks:

Category Exclusivity: Position your organization as the sole representative of your industry within this package.

This package ensures your brand is front and center throughout the 2025 season, offering unparalleled visibility, networking, and community impact opportunities. Partner with DeFi Global Inc. and make your mark on the future of fashion, innovation, and community development.



The (DE-FI)ant Strategic Partner Package – \$2,500

The (DE-FI)ant Strategic Partner Package provides essential benefits aligned with the Disruptive Strategic Partner Package, offering a focused opportunity to engage with (DE-FI) Global INC while supporting emerging fashion talent.

Shared Benefits:

- **Honorary Membership:** Innovative Fashionpreneur membership to the House of (DE-FI)ance Fashion and Design Co-Working Experience.
- **Strategic Partnership Plan:** Custom plan aligning with shared values and goals.
- **Business Opportunities:** Present at Build-A-Brand experiences, feature job postings on the Brain Dayton Job Board, and mentor fashion incubator participants.
- **Networking & Visibility:** Access for two representatives to Build-A-Brand and Brain Dayton networking opportunities, discounts for additional representatives, and marketing inclusion in (PARENTHETICALLY) Speaking.
- **Swag & Auctions:** Opportunity to provide promotional items (100 non-exclusive items) and silent auction donations.

Distinct Benefits:

- **Grant Support:** One \$750 grant and four \$75 grants in your company's name to support incubator participants and underserved students (compared to larger grants in the Disruptive package).
- **Event Visibility:** One-page advertisement in event programs and (DE-FI)ance Magazine (versus two pages in the Disruptive package), prominent seating, and four VIP tickets for (DE-FI) runway events (versus six in the Disruptive package).

This package delivers meaningful engagement and visibility while meeting budget-conscious goals, ensuring your brand makes an impact in the fashion community. Partner with (DE-FI) to amplify your presence and help shape the future of fashion.

Good Troublemaker Strategic Partner Package – \$1,500

The Good Troublemaker Strategic Partner Package offers a focused and cost-effective way to align with (DE-FI) Global INC supporting emerging fashion talent and ensuring your organization gains meaningful visibility.

Distinct Benefits:

- **Grant Support:** One \$500 grant and two \$50 grants in your company's name to support incubator participants and underserved students (compared to higher grant amounts in the (DE-FI)ant and Disruptive packages).
- **Event Access:** Includes two VIP tickets for the 2025 season (compared to four or six in the higher-tier packages).
- **Ad Placement:** Half-page advertisement (versus one or two pages in the (DE-FI)ant and Disruptive packages).

This package provides a streamlined way to engage with (DE-FI)s mission, offering impactful benefits while remaining budget-friendly. Partner with us to gain visibility, support innovation, and make a difference in the future of fashion.



The Mold Maker and Mold Breaker Affiliate – \$1,000

Membership: Honorary Innovative Fashionpreneur membership to the House of (DE-Fl)ance Fashion & Design Co-Working Experience.

Grants: Four \$25 grants in your company's name supporting underserved college students in professional development.

Visibility:

- Logo featured on the (DE-Fl) Global INC's website.
- 1/4-page ad in event programs and (DE-Fl)ance Magazine.

Event Access: Two VIP tickets to all (DE-Fl) runway events during the 2025 season.

The Rule Breaker Affiliate – \$750

Membership: Honorary Innovative Fashionpreneur membership to the House of (DE-Fl)ance Fashion & Design Co-Working Experience.

Grants: Two \$25 grants in your company's name for underserved college students.

Visibility:

- Year-round corporate name/logo on the (DE-Fl) Global INC's website and event program.
- 1/8-page ad in event programs and (DE-Fl)ance Magazine.

Event Access: Two VIP tickets to one (DE-Fl) event of your choice during the 2025 season.

The Bold Associate – \$500

Membership: Honorary Innovative Fashionpreneur membership to the House of (DE-Fl)ance Fashion & Design Co-Working Experience.

Grants: Two \$25 grants in your company's name for underserved college students.

Visibility: Year-round corporate name/logo on the (DE-Fl) Global INC's website and event program.

Event Access: Two general admission tickets to one (DE-Fl) runway event of your choice during the 2025 season.

The Barrier Remover Associate – \$250

Membership: Honorary Innovative Fashionpreneur membership to the House of (DE-Fl)ance Fashion & Design Co-Working Experience.

Visibility: Year-round corporate name/logo listed in event programs.

The Dreamer In-Kind Associate

For those unable to provide financial support, we offer negotiable in-kind partnerships. Share your unique resources to help (DE-Fl) Global INC thrive and grow.

Your Opportunity to Make a Difference

Each package is designed to align your organization with (DE-Fl) Global INC's mission of innovation, empowerment, and community impact. Select the package that best fits your goals and join us in shaping the future of fashion.



Join The 2025 Fashion Experience



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