



MIDWEST **APPAREL** CREATIVE

**DESIGNER REGISTRATION PACKAGE**

**2025**

---





# OVERVIEW

---

## **DATES:**

November 4 - November 9th

**RUNWAY SHOWS- NOVEMBER 7th & 8th**

## **REGISTRATION FEE:**

**Professional \$1495 / Student \$595**

MAC Fashion week is a 6 day event which includes the speaker's series, Networking, Keynote Speakers, Runway Fashion shows & Entertainment throughout the City. The final schedule of **M.A.C. FASHION WEEK** will be released on our website 1 months prior to the show.. The Seminars, Fireside Chats & Networking Mixer will take place during the week with the Runway shows to be executed on the weekend. We are excited to announce this inaugural event as a conduit to establish Designer-Buyer relationships, and to help develop local production & manufacturing opportunities.





# M.A.C. FASHION WEEK

Cincinnati, OH

*November 4-9th*

## DESIGNERS

---

**YOUR COLLECTION:** MAC Fashion Week takes place in the Fall, so we expect you will be showing your spring collection if your intent is to attract retail buyers. However if you intend to do a Ready-To-Wear collection, making your garments available directly to consumers. Your clothes have to be current in order for them to see profit in selling them. Buyers and fashion enthusiasts are not interested in buying items from a designer's collection if the collection is already made available to the public. Invest in your designs! Or better yet, invest in your brand!

**YOUR GUEST:** MAC Fashion Week will do a final press release prior to the show date, as well as formal invites to the local and national media. We encourage you to begin connecting with some press from the list of media we provide for you. In your Designer package. Build your guest list of press., bloggers, and influencers. Find out what it will take to get them there and then begin your process of press invitation. Work to ensure your show is well hyped, and also well remembered. Give the press something to focus on you for, be it a celebrity, something controversial or very eye catchy.

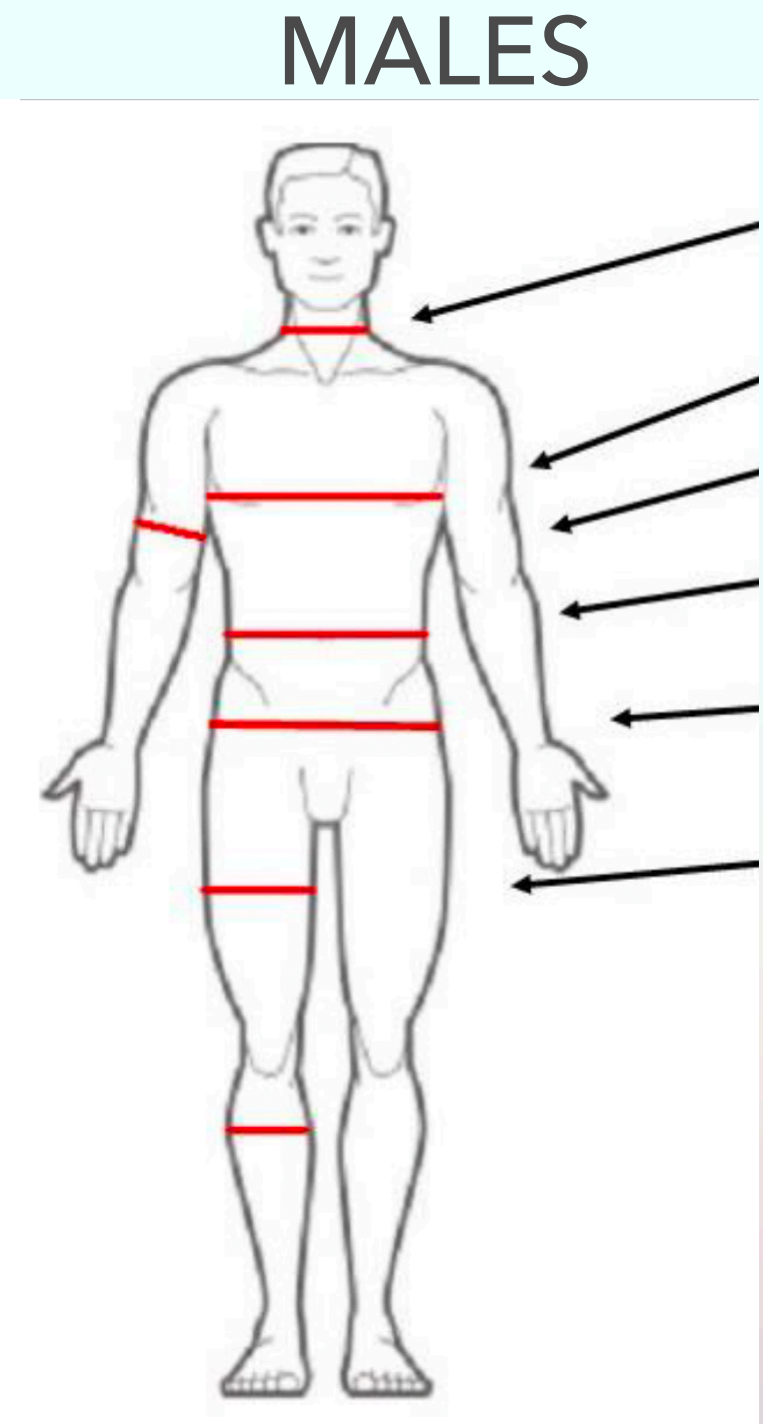
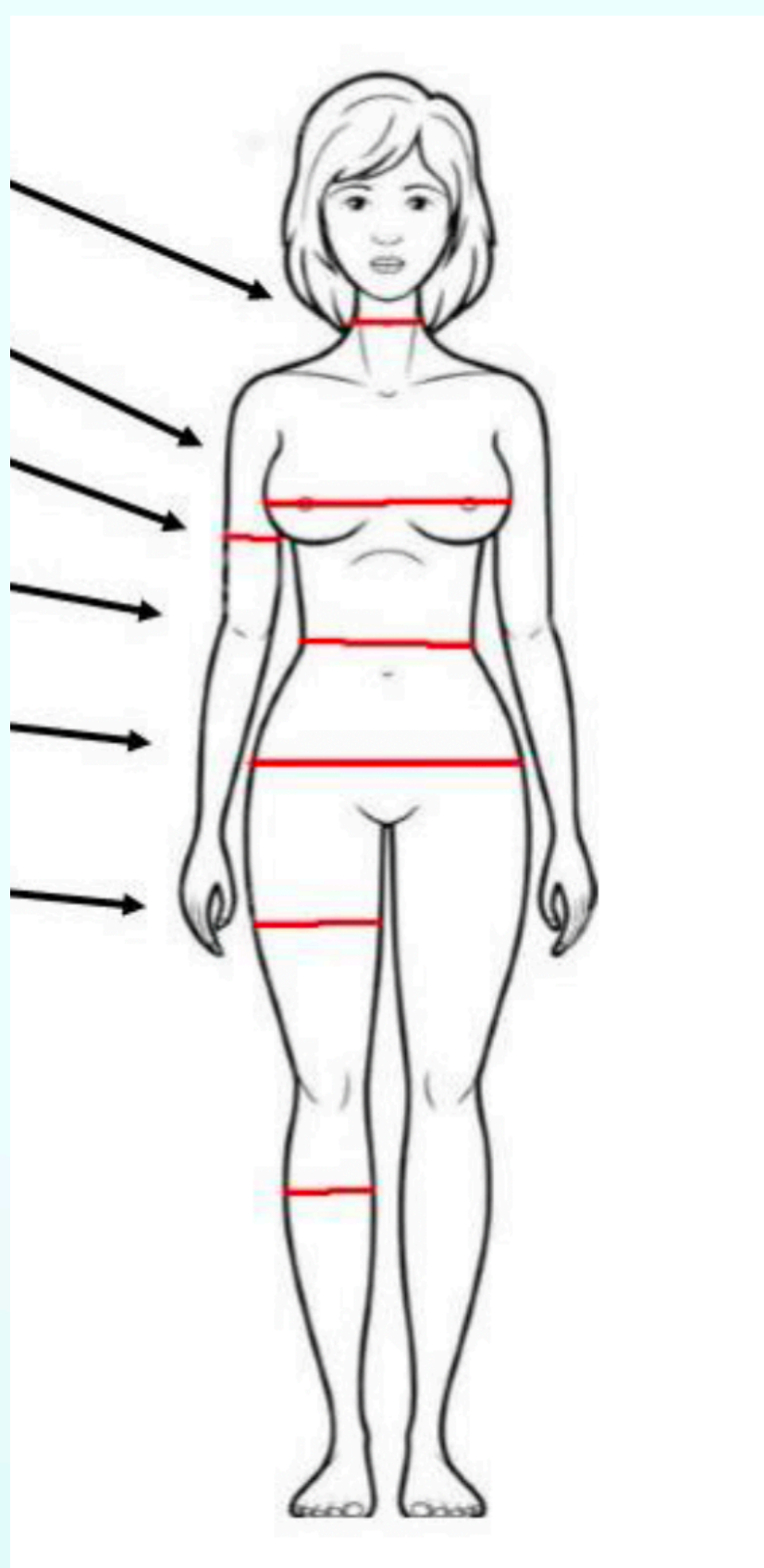
**YOUR SHOW:** Fashion shows are not solely for entertainment, although they may be entertaining, they are a part of the business of fashion, intended to provide a platform to expose and promote clothing brands. Once again do understand this is your collection, this is your brand. Your target market is that of which makes you different from other designers so do your part to invite your target market to attend your show.



# DESIGNER REGISTRATION DETAILS

PACKAGE OFFERS	PROFESSIONAL DESIGNER INCLUDES	STUDENT DESIGNER INCLUDES
REGISTRATION FEE	\$1495	\$595
<b>EARLY REGISTRATION DISCOUNT</b> <b>(Ends Jun 15th)</b>	<b>\$1300</b>	<b>\$400</b>
50% DEPOSIT DUE AT TIME OF REGISTRATION	Registration Opens MAY 15th	Registration Opens MAY 15th
FULL PAYMENT DEADLINE	OCTOBER 1ST	OCTOBER 1ST
LISTED ON MAIN SCHEDULE	YES	YES
ONLINE DESIGNER PROFILES	FULL-Includes short bio, Photo & logo, link to business webpage, contact information	Includes name, photo & logo
NUMBER OF LOOKS	10-16	3-6
SHOWCASE TIME ALLOTTED	1 HOUR (includes set up & breakdown)	:40 (includes set up & breakdown)
CUSTOMIZED VIDEO	VIDEO PROVIDED BY DESIGNER (MAC Guidelines)	LOGO PROVIDED BY DESIGNER ( hi-res)
PREP INCLUDED	HAIR, MAKE-UP, MODELS	HAIR, MAKE-UP, MODELS
EXTRA OFFERS	MAC Foundation Membership, Priority mentions in Press & Printed Materials, Listed on Show Marque & Show Brochure, Vendor table 1 hour after show, Mentions at Show Finale, Certificate of recognition, Printed material in swag bag, Entrance to Dandy Brunch & Finale Show	MAC Foundation Membership Listed on Show Marque & Show Brochure, Mentions at Show Finale, Certificate of recognition, Entrance to Dandy Brunch & Finale Show
EQUIPMENT PROVIDED	RACKS, SIGNAGE	RACKS, SIGNAGE
MODEL FITTINGS (Local Designers)	OCTOBER 4th (10am-3pm)	OCTOBER 4th(3pm-5pm)
MODEL FITTING (National Designers)	NOVEMBER 4th (10am-3pm)	NOVEMBER 4th (10am-3pm)
SEMINARS ACCESS	YES	YES





# SHOW MODEL SIZES

FEMALE	HEIGHT	BUST	WAIST	HIPS
Petite	5'4 to 5'7	32-36	24-30	34-40
Standard	5'8 to 6'1	32-36	24-32	36-42
Curvy	5'6 to 5'9	40-52	36-48	44-56
MALE	HEIGHT	CHEST	WAIST	NECK
STANDARD	5'11 TO 6'2"	36" TO 42"	30" TO 36	15" TO 17"
TALL	6'4"- 67"	48" TO 54"	36 TO 40	17" TO 19"
BIG	6' TO 6'2	52" TO 58	42" TO 46"	18" TO 2"



# M.A.C. FASHION WEEK

	TUESDAY-NOV 4	WEDNESDAY- NOV 5	THURSDAY- NOV 6	FRIDAY - NOV 7	SATURDAY - NOV 8	SUNDAY- NOV 9
10:00 AM		Coffee with the Designers			F A S H I O N  S H O W S	
11:00 AM			Threads of Change	Fast Fashion vs High Fashion		DANDY BRUNCH & GRAND FINALE SHOW
11:15 AM						
12:00PM		Fashion Cent\$	Boutique Tour	Fashion to Film		
12:30 PM			Bold Branding			
1:30 PM	Check-In & Registration					
1:45 PM		Trend Setters and Tastemakers	Model Workshop			
2:00 PM				Keynote Speaker		
4:00 PM		Digital Domination				
6PM	Welcome Reception	Wine Down Wednesday		FASHION FRIDAY		

- *Early registration gives the designer the advantage of priority to select their preferred time slot*
- *Early registration will have opportunity to receive branding consultation*
- *Early registrars will be granted the advantage of MAC creating the early buzz around their show in promos.*
- *Early registrars will have opportunity to become MAC foundation member prior to the show to take advantage of the membership benefits*

---

# THANK YOU

WE LOOK FORWARD TO SEEING YOU ON THE RUNWAY!

[www.MACfashionweek.com](http://www.MACfashionweek.com)

[info@macfashionweek.com](mailto:info@macfashionweek.com)

---