

عيدنا غير

- Eid Fashion Event is organized by Retail District Management FZ LLC at
- Madinat Jumeirah – Mina A 'Salam Hotel
- Date : 30th May – 1st June 2019
- Timing : 8:00 PM – 2:00 AM

RD
RETAIL DISTRICT



عيدنا غير

- **Why Jumeirah Mina A' Salam – Dubai :**
- **Jumeirah Mina A 'Salam, the heart of Madinat Jumeirah Resort, is a luxuriously charming boutique style hotel. Offering authentic Arabian experiences on a beach front location with family friendly service.**
- **It's the entry point from which numerous waterways and walkways thread their way to all corners of Madinat Jumeirah. Located in the most prestigious place in Dubai.**

RJD
RETAIL DISTRICT



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- Retail District Management is an international Fashion Distribution since 2004 in UAE, Saudi Arabi & London . Events Management since 2018. Located in United Arab Emirates and London ,dealing mainly with Flagship stores like Saks Fifth Avenue. Retail District is a global platform allowing Fashion and Lifestyle brands on Business Development and awareness.
- Retail District Management is specialized in :
 1. Brand Development & Strategic Planning .
 2. Retail Placements.
 3. PR & Marketing Management.
 4. Financial Business Management .
 5. Distribute Fashion Brands to a Flagship stores in GCC countries.
 6. Events & Fashion Shows .

عيدنا غير

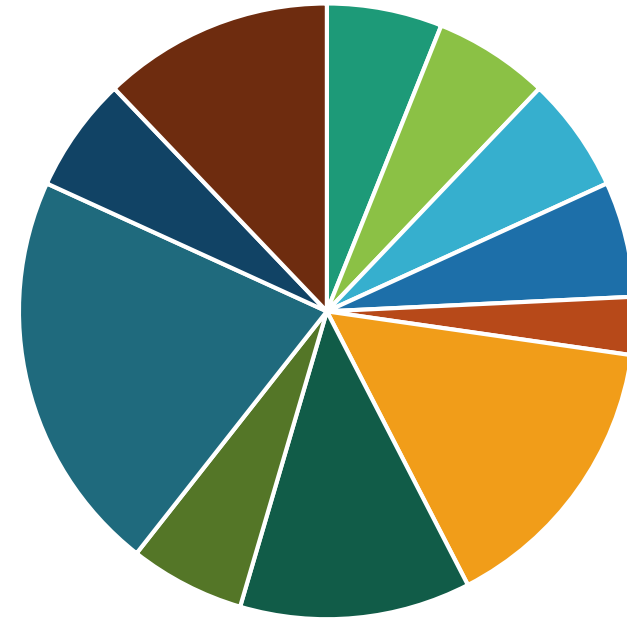
- Retail District Management is organizing , Eid Fashion Event at Madinat Jumeirah – Mina A'Salam Hotel . Event will be for a different sector of Elite Fashion Designers and well known brands coming from different categories such as :
 - ❖ Fashion Design and Production
 - ❖ Wedding Dresses
 - ❖ Abaya Fashion / Moroccan Kaftans
 - ❖ Evening Dresses
 - ❖ Perfumes / Cosmetics / Makeup Artists
 - ❖ Clinics / Beauticians / Beauty Centers / Beauty Salons and SPA
 - ❖ Jewelry

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- Activities :
- ❖ Top VIP Attendance
- ❖ Celebrities
- ❖ International Buyers from Flagship Stores
- ❖ Media / Influencers / Bloggers Coverage
- ❖ 100 + Brands
- ❖ Fashion Show
- ❖ Panel Discussions & Talk

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Media & Marketing Campaign



- Email Marketing & Newsletters
- 100 k Printed Flyers
- Social Networks Coverage
- Tele- Marketing
- Outdoor Advertising
- Bloggers & Vloggers
- Online Advertising
- TV & Radio
- Influencers
- Local & International Magazines
- SMS Campaign

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1. Guest of Honor for the Grand Opening for the 1st day :

Lebanese Actress , Brand Ambassador & Ex-Miss Lebanon :

Star Nadine Nassib Njeim





- **Target Influencers for Covering the Event day :**

2. **Target Emirati Influencers Latifa Al Shamsi /
Jawaher Bin Jamhoor /
Her Majesty شهد**

3. **10-15 micro & macro Influencers living in UAE.**

4. **2-3 TV's coverages plus 15-20 well known Fashion & society magazines between printed & online.**

عيدنا غير Packages

- 3x3 m Booth
- ❖ 3X3 m space
- ❖ 3 Rails or Shelves
- ❖ Small Table
- ❖ 2 Chairs
- ❖ Branding
- ❖ Lighting
- ❖ 2 Video Cameras
- ❖ 1 Photo Camera
- ❖ Media Coverage Mention in events general press release.

Total : 10,500 aed

3x3 m Booth plus Fashion Show with the following benefits :

- ❖ 6 Professional Models
- ❖ Fitting
- ❖ Rehearsal
- ❖ LED Screen
- ❖ Lighting
- ❖ Backstage Area with steamers, racks, tables, chairs & mirrors
- ❖ 2 Video Cameras
- ❖ 1 Photo Camera
- ❖ Hair and Makeup for Models
- ❖ Media Coverage Mention in event's general press release

15,500 aed

عيدنا غير

- Floorplan :

- ❖ 3x3 m booth : 10,500 aed

- ❖ 2x2 m booth : 8500 aed

- ❖ Fashion-show : 10,000 aed



عيدنا غير

HAIR & MAKEUP

Day 1

Hairstyle: High bun with no part



Makeup



Day 2

Hairstyle: Low Ponytail with side part



Makeup



Day 3

Hairstyle: Low bun with side part



Makeup



عيدنا غير *Sponsorship Packages*

- Platinum Sponsor :
 - ❖ Outdoor advertising on Boulevard Street next Dubai Mall .
 - ❖ Digital Screen in-side Dubai Mall .
 - ❖ All printed collaterals.
 - ❖ TV/Radio coverage / SMS.
 - ❖ Stage performance with our Guest of Honors .
 - ❖ Social Network Post.
 - ❖ Celebrity coverage.
 - ❖ Micro & Macro Influencers special coverage.
 - ❖ 20 VIP invitations.

Total : 150,000 AED

- Gold Sponsor :
 - ❖ Digital Screen in-side Dubai Mall.
 - ❖ All Printing collaterals .
 - ❖ TV/ Radio coverage / SMS .
 - ❖ Stage performance with our Guest of Honors.
 - ❖ Social Network Posts .
 - ❖ Celebrity coverage .
 - ❖ Guest of Honor coverage .
 - ❖ Micro & Macro Influencers coverage.
 - ❖ 10 VIP invitations

Total : 100,000 AED

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For participating & sponsoring
Eid Fashion Event :

- 00971566065971
- events@retail-district.com
- Dubai Design District – Dubai | United Arab Emirates
 - 316 Oxford Street – London | United Kingdom