

EXPERIENCE THE NEW, NOW AND NEXT

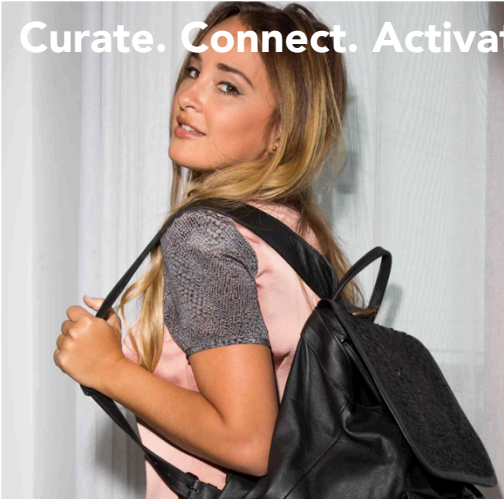
AT NYFW, SXSW, SOC AND LAFW

2016 TECH STYLE NYC EVENT PROGRAMMING



Experience the New, Next & Now

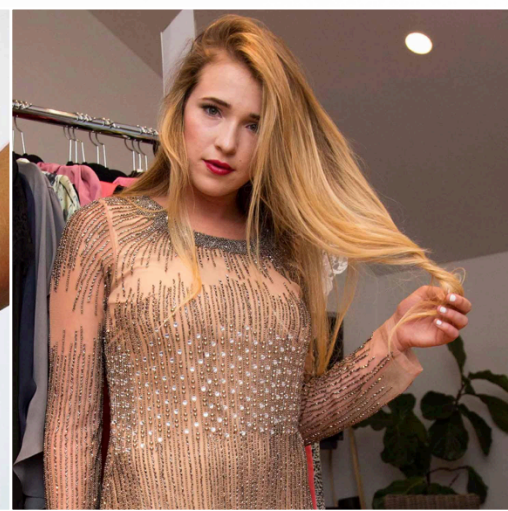
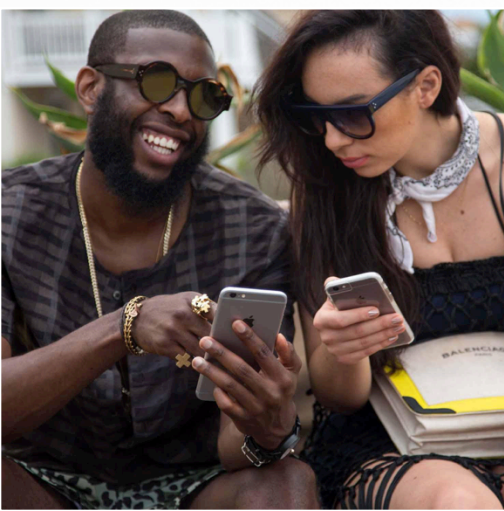
Curate. Connect. Activate.



THE EXPERIENCE

At the height of NYFW, Janine Just, Inc. curates TechStyle NYC, an integrative lounge that melds together fashion, beauty and technology while bringing awareness to emerging conscious brands. For NYFW, SXSW, SOC, Swim Week & LAFW; media, bloggers, and celebrities are drawn into these fashion-forward events to discover the new, next and now during their downtime between shows and presentations.

Experiences:
Style and Media Lounge
Beauty, Nail and Spa Parlor
Dry Bar (Hair)
Innovative Tech Demos
Charging and Tablet Stations
Food and Beverage Cafe
Morning Fitness Segment

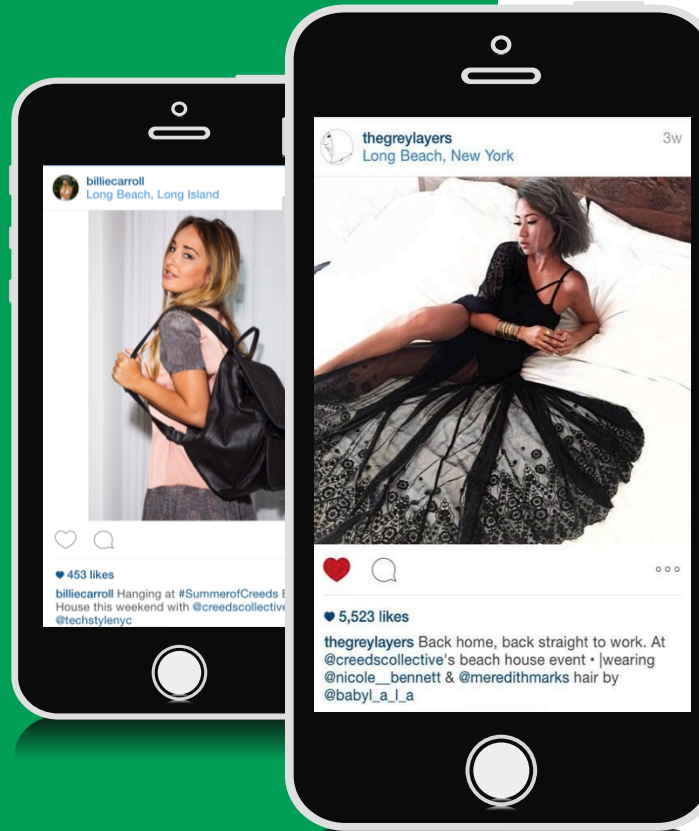


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INFLUENCERS WHY?

Did you know...

Influencer marketing campaigns drive **16x more engagement** than paid or owned media. Offers shared by trusted advocates convert at 4-10x higher rate than offers sent by brands with a **37% higher customer retention** rate.



50%

Of brand advocates are more likely to influence a purchase.

74%

Of consumers rely on social media to inform their purchasing decisions.

90%

Of consumers trust peer recommendations with only 33% trusting paid ads.

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MORNING FITNESS SEGMENT

Kick-off the morning with the latest in fitness accessories, active wear & exercise routines provided by Joel Harper, trainer to Dr. Oz and other celebrity clientele.



STYLE & MEDIA LOUNGE

Showcase your brand within our lounge space for influencers & media to outfit themselves & create an picture perfect photo opp or video segment.

BEAUTY, NAIL & SPA PARLOR

Present your beauty brand & allow guests to have the ultimate pampering experience with touch-ups, spa services & nail art.



EXPERIENTIAL EVENT EXCLUSIVE ACTIVATIONS

TECH + STYLE + SOCIALLY
CONSCIOUS BRANDS

Headline one of our unique event activations & create instant content for your brand! Provide a personalized experience for our guests to share with their online communities.

DRY HAIR BAR

Display your hair product or service for guests to enjoy the ultimate blow-out & new styling trends.



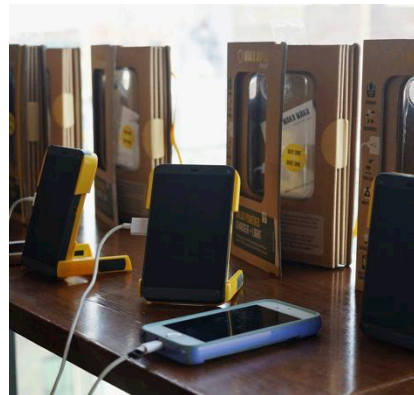
INNOVATIVE TECH DEMOS

Let our influencers discover the latest in wearables along- side innovative technology & apps to assist in producing break-out buzz for your brand.



CHARGING & TABLET STATIONS

What better way for influencers & media alike to utilize the latest trends in chargers & tablet design? Allow guests to experience your tech while they update their blogs, send emails to their editors & share the latest looks from the event to their online communities.



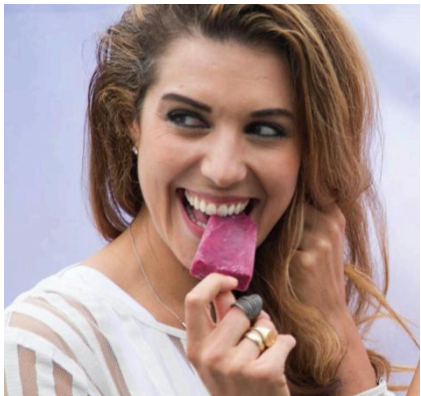
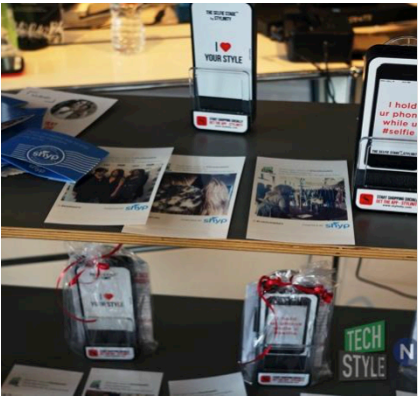
EXPERIENTIAL EVENT EXCLUSIVE ACTIVATIONS

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CONSCIOUS BRANDS

Headline one of our unique event activations & create instant content for your brand! Provide a personalized experience for our guests to share with their online communities.

CUSTOMIZATION LOUNGE

Have customization & personalization concepts to share with our influential attendees. Allow them to order or walk away with one of your brand’s product all their own.



FOOD & BEVERAGE BAR

Add your healthy lite bites and non-alcoholic beverages to our food & beverage menu & let attendees partake for the full-day. Assist in educating our guests on the benefits of living a well-balanced lifestyle.

COCKTAIL BAR

Place your spirit(s), beer or wine in our cocktail bar for influencers & media to experience the next level of signature fusions.



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BRAND BENEFITS

Influencers will be exposed to your brand in an intimate & tightly merchandised setting. With strategic product placement of your brand throughout the lounge complemented by opportunities to headline one of our exclusive experiential activations. Influencers assist in generating original content & brand awareness during & after this day-to-night innovative fashion-meets-tech extravaganza.

RELEVANT | INFLUENCERS

Our VIP guests have style, social authority, & a voice. With strict criteria for selecting influencers, you can bet that your products will be seen & utilized by bloggers, vloggers, stylists, editors, & celebrities that are nothing short of top tier.



RESONANCE | EFFECTIVE EXPOSURE



REACH | SIGNIFICANT NETWORK SIZE

Equipped with substantial social media networks each influencer's reach is in the tens of thousands. Throughout the experience we will see our guaranteed combined reach of 1.5M+ from higher caliber & engaging influencers attending the TechStyle NYC Experience.



EVENT **PORTFOLIO**

**GET A PEAK INTO WHAT
MAKES US SPECIAL!**

**FROM THE MOST RECENT
EVENTS WE'VE HOSTED TO
THE BRANDS WE WORK
WITH.**

VIDEO EVENT RECAPS



TechStyle NYC | NYFW September 2015

[Click to view the entire video clip.](#)



#SUMMEROF CREEDS | Impact 2015

[Click to view the entire video clip.](#)

Our fashion events are the ideal experiential platform for brands to engage with tastemakers. Tastemakers who are constantly on the hunt to share the “next big thing” with their audiences. From fashion to fitness, beauty to tech & beverage to food, every spectrum of this event presents an opportunity to leave an lasting impression.

Participating brands have the opportunity to showcase their products & services + offer exclusive gifts, while connecting directly with media & the online thought-leaders of today.

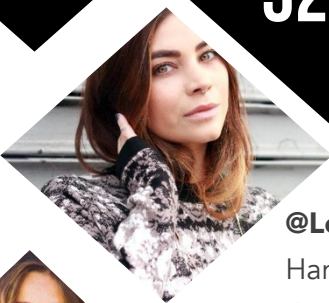
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INFLUENCE THE MASSES IN REAL TIME



@THEGREYLAYERS – Jeanne Grey
Back home, back straight to work. @creedscollective
beach house event wearing @nicole_bennett &
@meredithmarks hair by @babyl_a_l_a

95.3 K



32.7 K

@LeCityKitty – Christina Zayas
Hanging @creedscollective
@techstylenyc VIP Beach House
#SummerofCreeds



43.9 K

@BillieCarroll – 25 North Blog
Hanging at #SummerofCreeds Beach House this
weekend with @creedscollective @techstylenyc



30.3 K

@RetroFlame – Erika Fox
Spending the day at a beach house in Lone
Beach – Such a cool event – loads more on my
snapchat (retroflame1) #SummerofCreeds
#bloggerevent #DIYcocktails



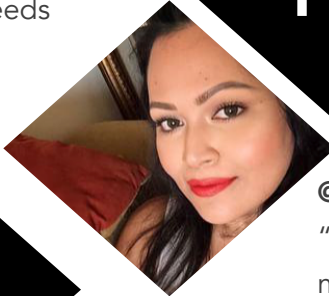
20.6K

@natybaby – Naty Michelle
Wish I could take the teepee home with me. So
much fun today @meganzietz @melaniesutra
#SummerofCreeds



75.3K

@preanka_glam – Glam Theory Blog
“From candles to bikinis to sunnies to
make up to photos hoots to designer
clothes to manicures etc... lofs of fun
activities & fun people :) I really loved
it #SummerofCreeds”



114K

@StyleSocietyGuy – Jamal Jackson
Hanging out with #summerofcreeds in Long Beach
today. Follow my story for cool snaps and a beach
house tour

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THE
HUFFINGTON
POST

People
StyleWatch

W

OK!
+USA+

seventeen

COSMOPOLITAN

NEW
YORK
POST

PRESS CACHET

Our press attendance raises the profile of our events & creates limitless opportunities for brands involved.

ESSENCE.com
ESSENCE

REAL SIMPLE
life made easier, every day

FOR WOMEN OF STYLE & SUBSTANCE
MORE

ELLE

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Recording Artist Bera, and *This Is It* TV host Cheldin Barlatt Rumer



Robin Cofer



Phil Reese, Sergio Morales, Evie Phillips and Malik Yoba



Ramona Singer *Real Housewives of New York*, Katlean de Monchy, Camille Grammer *Real Housewives of Beverly Hills*

CELEB CACHET

Our celebrity attendance raises the profile of our events & creates limitless opportunities for brands involved.



Aviva Drescher, *Real Housewives of New York*, Adriana de Moura *Real Housewives of Miami*, Katlean de Monchy, Janine Just



Nikki Poulos, Toni Trucks, Lucy Norris

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MEDIA COVERAGE

Our team's practiced social media strategy ensures seamless integration of online community sharing into the brand experience. Complimented by calculated planning TechStyle NYC x Creeds Collective brings leading bloggers & journalists, as well as high society & rising stars, under our NYFW Tent.

Sparking conversations between old friends & new media, hip street blogs & veteran publications, our Fashion Week event sets up the perfect intersection of media & personality. Encouraging brand narratives to be shared through our channels of media partners.

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PREVIOUSLY CURATED BRANDS: shapeways* *Stylisted*



peach



PRIMP & POLISH





Thync





light a candle ... and feed the World







PRICING & PERKS

**PARTICIPATE IN ONE OR
THE ENTIRE 2016 EVENT
SERIES**

**OR GO BIG AND LOCK IN
YOUR BRAND CATEGORY
TODAY!**

NEXT OPPORTUNITIES | UPCOMING EVENTS

	FASHIONISTA PACKAGE \$2,500 (Any Event Of Your Choosing)	MAVEN PACKAGE \$4,000 (Any Two Events Of Your Choosing)	INSIDER PACKAGE \$10,000 (All Events)	TITLE SPONSOR \$20,000 (All Events)
Logo inclusion on TechStyle NYC website, social channels, signage, invites and other print collateral present at the event experience.	●	●	●	●
Turn-key product sampling in up to 500 curated gift bags to be handed out to media, influencers and celebrities. You can include hashtags and social handles for them to give you a shout-out (mentions not guaranteed).	●	●	●	●
Event activation and shared space ownership.	●	●	●	●
Special callout in press releases and media features.	●	●	●	●
Participation in September’s NYFW and October’s LAFW.		●		
Participation in all five TechStyle NYC Experiences.			●	●
First rights to venue branding and activation features.		●		●
Inclusion on TV segments built out around the event.			●	●
Support for an integrated marketing campaign.			●	●
Additional signage and naming rights for the event.				●

CUSTOM PACKAGES

Don’t see an option for your brand’s fashion week vision? Get in touch ASAP for ideas or inquire about a special rate for multiple events.

UPDATED CALENDAR FOR 2016 EVENT PROGRAMMING

- February 16th – NYFW
- March 12th – SXSW
- June 25th-26th - Summer of Creeds @ Long Beach, New York
- September 12th – NYFW
- October, 2016 - LAFW (Dates for LA Fashion Week haven't been announced for 2016)

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ABOUT THE CREATOR

MEET THE INNOVATOR
BEHIND THE TECHSTYLE
NYC EXPERIENCE

OUR PRODUCER

15+ YEARS IN THE FASHION INDUSTRY WITH A FOCUS IN PR, ADVERTISING, MARKETING AND DIGITAL STRATEGY.



JANINE JUST

FOUNDER OF THE TECHSTYLE EVENT SERIES

TECH + STYLE

At the height of NYFW Janine Just INC. Presents TechStyle NYC, a day-tonight leisure of experiences at the nexus of fashion & technology, drawing influential media, bloggers, & celebrities into one fashion-forward event. Set above the bustle of fashion week, the lounge offers a welcome reprieve to VIPs in desperate need for accouterments to refresh, regroup & reinvigorate during the most exciting week in fashion.



CONTACT US



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