

GRAND CITY SURABAYA

MALL SURABAYA

9th ANNIVERSARY GRAND CITY SURABAYA

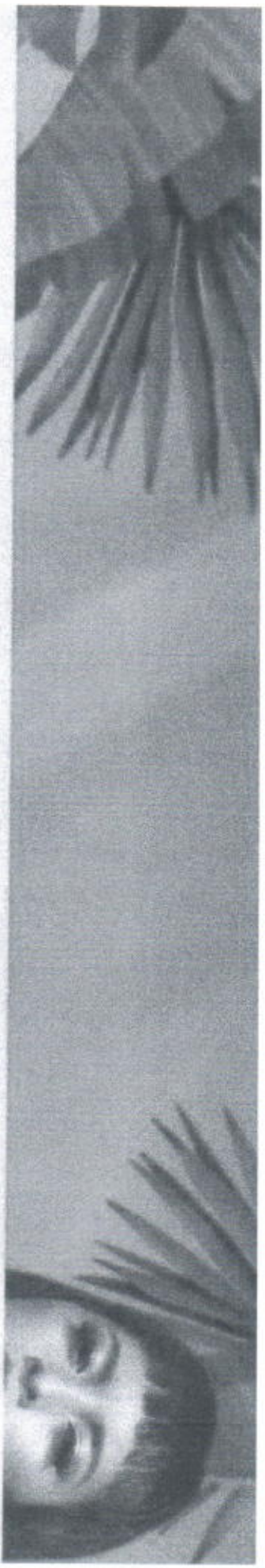
THE FIRST LED RUNWAY IN SURABAYA



even g tbn GC.
 - Promosi lesak.
 - Harga :
 - 7.5 diskon 1.5.
 (tipe pakein talk show)
 - 10 gr sistem 1.5.
 Pakein talk show 45th
 - 10 5 hari,
 Army AB-C

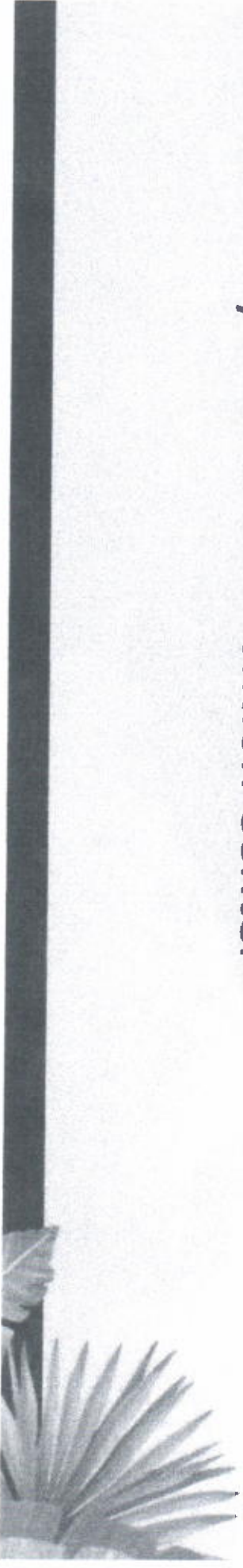
SURABAYA 2019

TRO



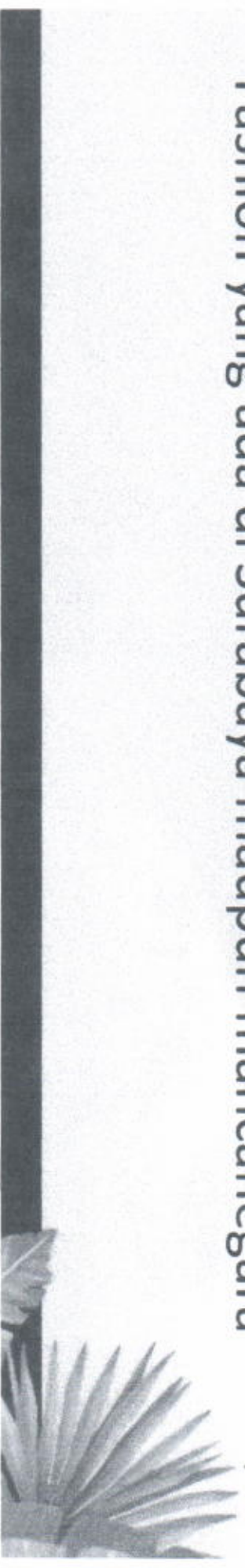
Latar belakang

Dalam rangka 9th Anniversary Grand City Mall & Convention (New Next Management kembali menghadirkan Surabaya Fashion Week. Upaya ini untuk terus menghidupkan, mengembangkan sekaligus wadah bagi para pelaku fashion. Mulai dari Fashion Model, sekolah fashion design di Surabaya untuk menjadi bagian Grand City Mall & Convention Center





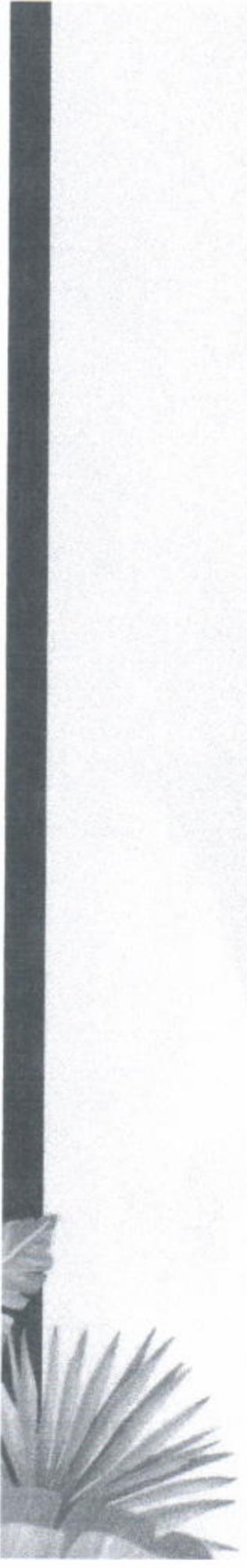
Kami mengangkat tema “Tropical Hype”, yang terinspirasi dari keindahan pepohonan, taman, serta kebersihan dan tata Kota Surabaya. Selain terkenal dengan sejarahnya, posisi geografis terletak di dekat pantai, membuat kota ini mempunyai banyak wisata. Dengan mengusung tema Tropical Hype diharapkan dapat mengkampanyekan wisata taman kota Surabaya, melalui Industri Fashion yang ada di Surabaya maupun mancanegara

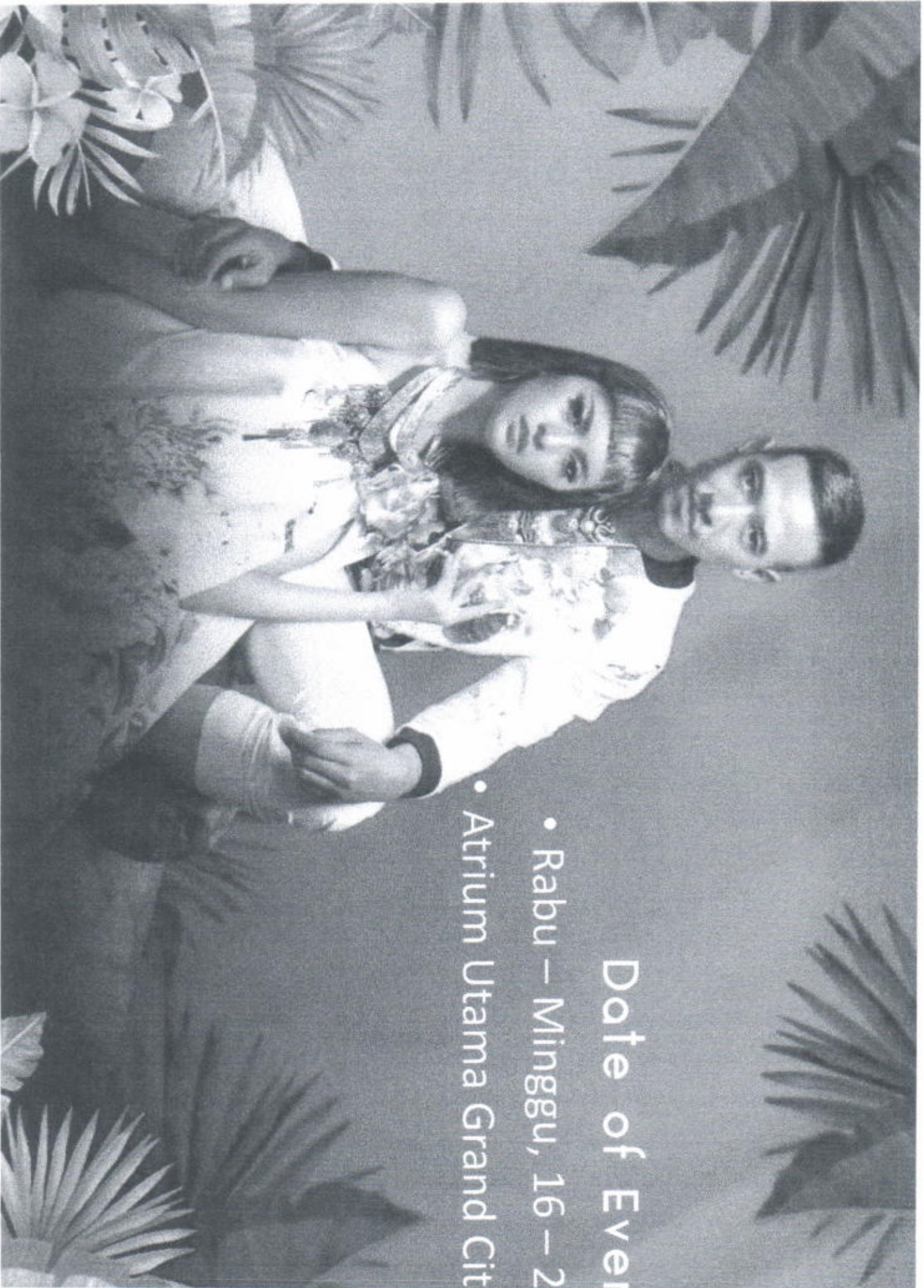




LAYOUT SURABAYA FASHION WEEK 2019

akan menampilkan Event Fashion yang Spektakuler dengan Permainan Screen. Yang hal ini merupakan event fashion pertama di Surabaya yang menggunakan LED untuk Runway.





Date of Event

- Rabu – Minggu, 16 – 20
- Atrium Utama Grand Cit



BASIC EVENT

Branded show (Tenant Grand City Mall)

Fashion Designer "Tropical Hype Glamour Wear"

Fashion Design Competition "Tropical Hype"

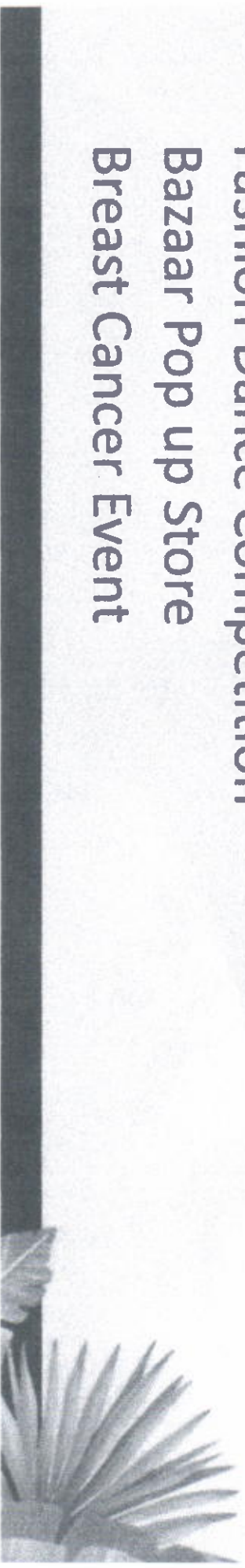
Talkshow

SFW Model Search 2019

Fashion Dance Competition

Bazaar Pop up Store

Breast Cancer Event





SPECTACULAR EVENT

Day 1

- Ai Syarif Present “ Cruise of The Alert “
Pagelaran Fashionshow tersebut akan menyajikan konsep si
di sebuah kapal persiar.

"Konsep kapal persiar , gambaran perjalanan karir Ai Syarif s
25 tahun dalam dunia fashion,".



SPECTACULAR EVENT

Day 2

- Fashion Show :
 - Branded by Tenant Grand City Mall
 - The Grand Palace, Hush Puppies, League, Bateeq, dll
 - School of Fashion Design
- Talkshow :
 - “ Mengangkat tradisi dan seni budaya melalui industry Fashion
- Penyisihan Fashion Dance Competition
- Special Performance Fashion Dance Collaborate with Surabaya Tc
“ Glamour Tropical Hype “



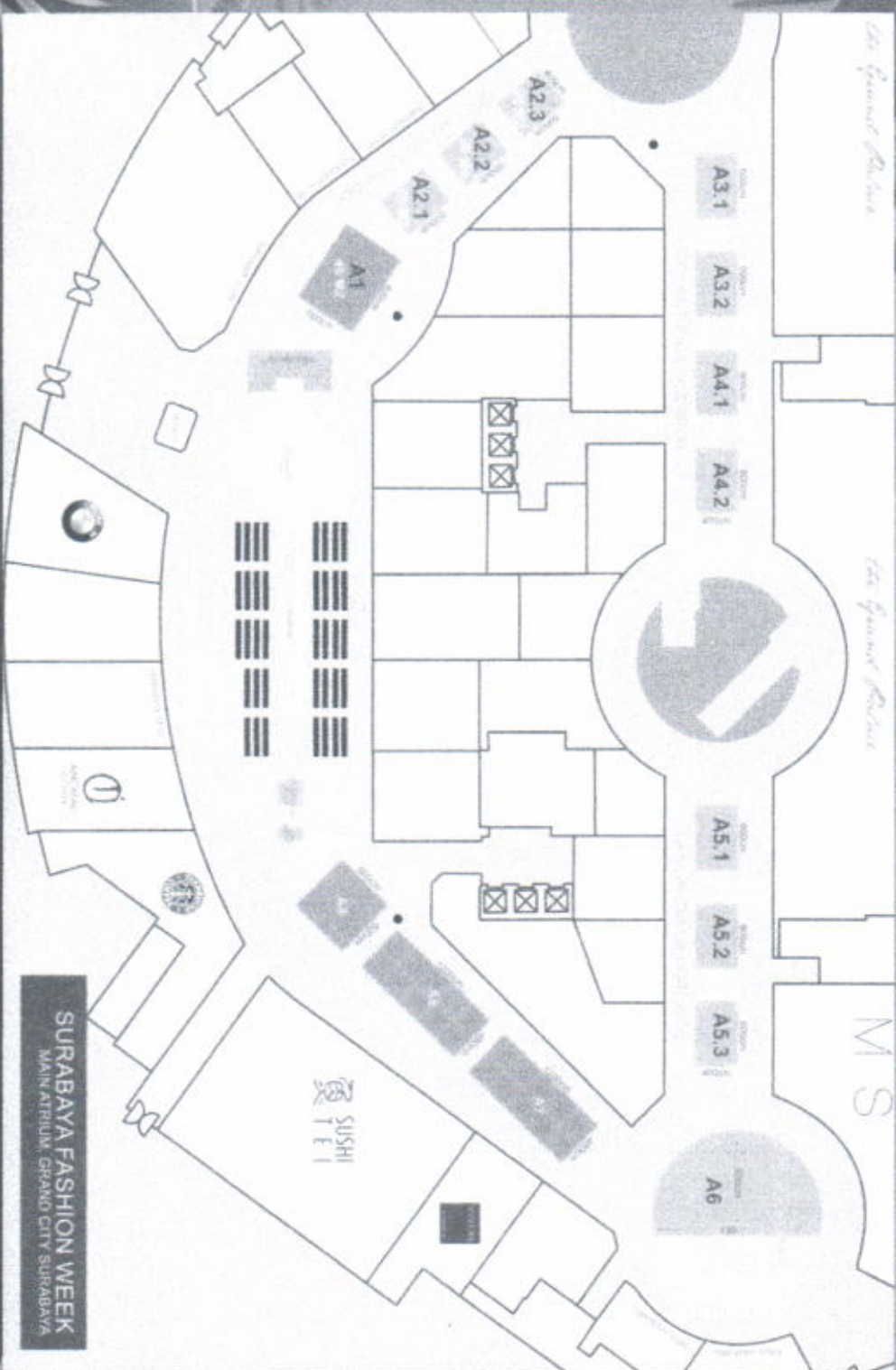
SPECTACULAR EVENT

Day 3 - 5

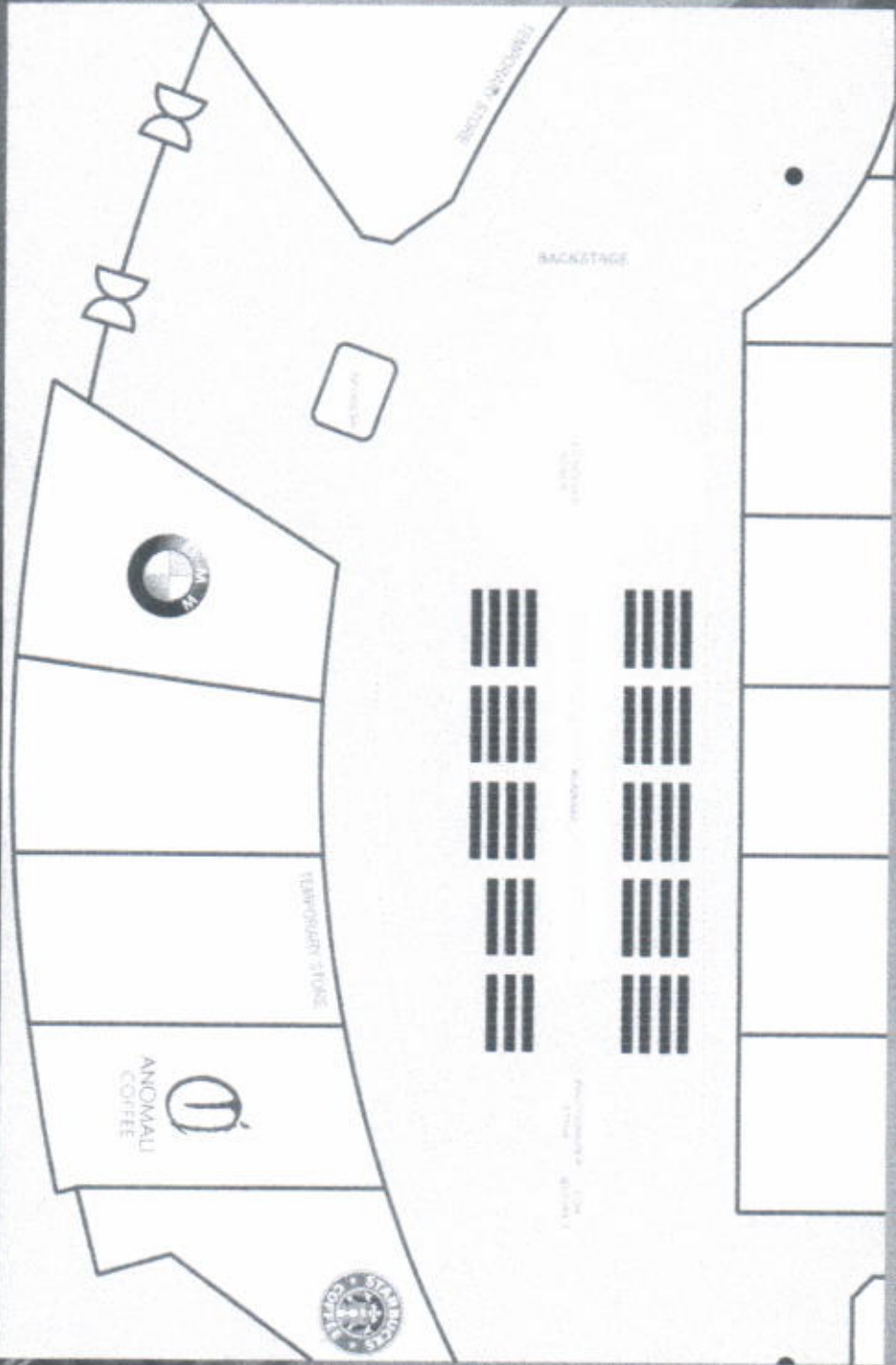
- **Fashion Week**
 - Branded show,
 - Tropical Hype Glamour Fashion Wear
 - Fashion Designer Modest Wear, Urban Wear, Tropical Hype Glamour Wear)
 - Guest Designer Ai Syarif 1965
- **Breast Cancer Event by Adi Husada Cancer Centre**
 - Talkshow with survival Breast Cancer
 - Design Competition for Breast Cancer
 - Beauty Class for Survival by Make up Sponsor Viva Cosmetic
- **Fashion Design Competition & Fashion Design Illustration " Tropical Hype "**
- **Final SFW Model Search 2019**
- **Final Fashion Dance Competition**



LAY OUT STAGE



LAY OUT



BIAYA PARTISIPASI DESIGNER

• HARGA SLOT DESIGNER

- 1x Slot, 8 Outfit ----- Rp 8.000.000,-
- 1x Slot, 16 Outfit ----- Rp 16.000.000,-
- Make up & Hair Stylist
- Koreografer & Music Director
- Fotografi & Video Dokumentasi
- Invitation show
- TVC pada Giant LED Screen

• HARGA SLOT + TENANT

- 1 x Slot, 8 Outfit + Booth uk. 2 x 3 ----- Rp 11.000.000
- 1 x Slot, 16 Outfit + Booth uk. 2 x 3 ----- Rp 18.000.000

PAKET TENANT

- **HARGA TENANT** **Rp. 10.000.000,-**
 - Booth uk. 2 x 3
 - Logo di Banner Utama
 - Penyebutan Brand by MC
 - Bumper LED Screen / Talkshow durasi 30 menit
- **HARGA TENANT** **Rp 7.500.000,-**
 - Booth uk. 2 x 3
 - Penyebutan Brand by MC
 - Logo di Banner Utama

SPONSORSHIP NON UTAMA

• **PAKET B** **Rp 100.000.000,-**

- Booth uk. 2 x 3
- Slot 30 Menit on stage
- Logo di Banner Utama
- Penyebutan Brand by MC
- Bumper LED Screen

• **PAKET C** **Rp 50.000.000,-**


- Booth uk. 2 x 3
- Penyebutan Brand by MC
- Logo di Banner Utama

SPONSORSHIP UTAMA

• PAKET A

Rp 300.000.000,-

- Sebagai Sponsor Utama
- Publikasi nama brand di setiap Campaign event SF
- Nama event secara otomatis akan menjadi nama
- Booth uk. 4 X 6
- Slot 1 Jam on Stage
- Publikasi di semua media promosi
- Penyebutan Brand MC
- Bumper di LED Giant Screen



EXIT

OUR CREATIVE EVENT

- SEMARAK SEHAT 2018
- DANAR HADI ANNIVERSARY 2018
- MEN'S FASHION STYLE 2019
- WOMEN'S WEEK (ART DIRECTOR, KOREOGRAFER, MD) 2019
- ULFA MUMTAZA FASHION SHOW 2019
- YENIRIES FASHION SHOW 2019
- 101 PARADE KEBAYA KARTINI MILLENNIAL 2019
- SFP – SURABAYA FASHION PARADE (MEN'S WEAR FASHION SHOW) 2019
- BLISFULL RAMADHAN 2019
- CITO MEN'S FASHION WEEK 2019
- SPORT FASHION WEEK (COMING SOON)
- TEEN FASHION WEEK (COMING SOON)

CONTACT PERSON SFM

- Event
 - Bungsu Arif 081 830 7339
 - Putri 0813 9090 5770
 - Utthe 0822 3293 2858
- Slot Designer
 - Alben 0812 3507 3933