



**PAULINA'S FRIENDS: THE CELEBRITY FACTORY
BECOME A ROLE MODEL AND AMBASSADOR FOR SUSTAINABILITY & DIVERSITY IN WOLRD'S BIGGEST FASHION MECCAS**

FUNDRAISING PACKAGES

Up to **12 rolemodels** and you can be one of them!
at
3 world famous Fashion Weeks in 2024

Tokyo Fashion Week: August 2024
London Fashion Week: mid of September 2024
Milan Fashion Week: ca. 19-25. September 2024

Our mission:

The main aim is to showcase "**real diversity made in Germany**" on international fashion stages: we integrate "normal" humans (not standard models, but role models with a message) in top international fashion shows. We want to revolutionize the fashion industry and break down stereotypes and beauty standards in terms of age, body size, heritage, gender. We question the diversity washing and hypocrisy in the fashion industry (the instrumentalization of diversity for marketing purposes). It's about (female) self-empowerment, identity formation, showing the real customers and their real needs. And last but not least we create jobs in contemporary sustainable fashion.

The proof of concept already happened at Paris Fashion Week in September 2023:

<https://mailchi.mp/511d8a0ced6d/die-celebrity-factory-paris-fashion-week>

<https://youtu.be/7ZbNf0a1M8A>

| BRONZE | SILVER | GOLD | PLATINUM | DIAMOND |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 12.000 € net max 12 | 20.000 € net max 7 | 30.000 € net max 3 | 40.000 € net max 2 | 50.000 € net max 1 |

UNFORGETTABLE STAGE EXPERIENCE

once in a lifetime highlight, evt. special occasion gift to yourself or your partner (birthday, anniversary, wedding etc.)

an ultimate mix of selfempowerment trip, coaching, beauty & travel retreat

including: runway, as well as backstage & behind the scenes photos + video

valuable contacts from the fashion industry and beyond

BACKSTAGE MANAGEMENT & EQUIPMENT

Fully staffed

Dressers

Lighting Operation Staff

Show Choreographer

Sound Operation Staff/DJ

Professional Makeup Artists

Professional Hair Stylists

Racks, Steamers/Irons

MARKETING OPPORTUNITIES

Accessory Designer/Company Listing, logo on website, mention as sponsor

MEDIA

PR agency focusing on brand promotion

Press/Influencer attendance coordinated by PR agencies

Local and International Media Interview after the show

Press publications (advertorial and editorial placements for instance in Harpers Bazar, Vanity Fair, Marie Clair, Amica etc.) - the pictures will be sent to numerous international fashion magazines

personal interview for PAULINA'S FRIENDS online magazine:

<https://www.paulinasfriends.com/geschichten/>

Interviews during the fashion weeks

INVITATION

Press/Blogger/Influencer invitation

Buyers Invitation

3 Front row seats for friends or family

VENUE & SECURITY

We take care of everything in the physical space

Front door & backstage security

TECHNICAL & LOGISTICAL SUPPORT

Stage Set up

Seating Coordination

Lighting and Sound System

Runway

Rehearsal & Fitting

Model Coaching & Show Choreography

MODEL MANAGEMENT

Models Choreography & Coaching

Collective Hair & Makeup (Neutral)

LIVE STREAM & SOCIAL MEDIA

4 IG Posts + 5 IG Stories guaranteed

Direct live stream link

Goodie bags with many surprises

AFTER Show Shootings

AFTER PARTY

| | | | | |
|---|---|---|--|--|
| x | x | Travel companions and valuable tips Customized Hair & Makeup by Star MUAH artists, Personal Fotoshooting with Star Fashion Photographers, Identity & Image Coaching (value 5.000 €. before, during and after the show) | | |
| x | x | x | x | VIP Service: - Car service with staff pickup from airport to hotel - Car service from hotel to venue on show date - Special celebrity / Influencer look collaboration - Sponsoring Dinner in a 4/5 stars location |
| x | x | x | Wellness Package (Massage, Beauty Treatment, f.e. Botox, Hyaluron) value: 1.000 € | |
| PAULINA'S FRIENDS Fashion from the permanent collection (value 1.500 €): https://paulinasfriends.myshopify.com/ | PAULINA'S FRIENDS Fashion from the permanent collection (value 3.000 €): https://paulinasfriends.myshopify.com/ | PAULINA'S FRIENDS Fashion from the permanent collection (value 4.000 €): https://paulinasfriends.myshopify.com/ | PAULINA'S FRIENDS Fashion from the permanent collection (value 5.000 €): https://paulinasfriends.myshopify.com/ + personalized & customized bomberjacket: collection #iwearmyself https://www.paulinasfriends.com/en/iwearmyself/ (value 500 €) | Tailor made fashion by PAULINA'S FRIENDS (value 7.000 €) + personalized & customized bomberjacket: collection #iwearmyself https://www.paulinasfriends.com/en/iwearmyself/ (value 500 €) + 1 couture blanket: https://www.paulinasfriends.com/en/1001-miracle-blankets/ |

| | | | | |
|---|---|--|--|--|
| | | | | (value 500 €) |
| x | x | Logo in PAULINA'S FRIENDS newsletter, social media | Logo in PAULINA'S FRIENDS newsletter, social media | PAULINA'S FRIENDS inspired by / sponsored by (your name as part of our fashion label) your logo will be put in the online (newsletter, social media) and offline communication and press wall |

Individual sponsoring packages upon request.

Each participant is responsible for their hotel and flight costs.

Accessory designers (shoes, bags, jewellery, hats etc.) can participate to the same conditions - 12 looks for 12 role models.

If you can not afford participating in every single show, the participation will cost 4.500 € per role model per show (only bronze package valid).

Due to high demand and applicants, please make sure to submit ALL necessary information in order for our team to thoroughly review your application: Vita, Photo of you and motivation, why do you want to be part of this adventure to hello@paulinasfriends.com

We are glad to give you a donation receipt or invoice for your sponsoring.

As soon as the invoice is issued, participation is considered binding. If you cancel or withdraw from participation, 50% of the costs will be charged. In special exceptional cases, participation can be postponed.

Our partners and sponsors:



GLOBAL FASHION COLLECTIVE

