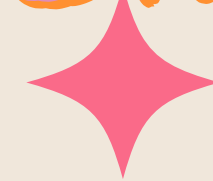


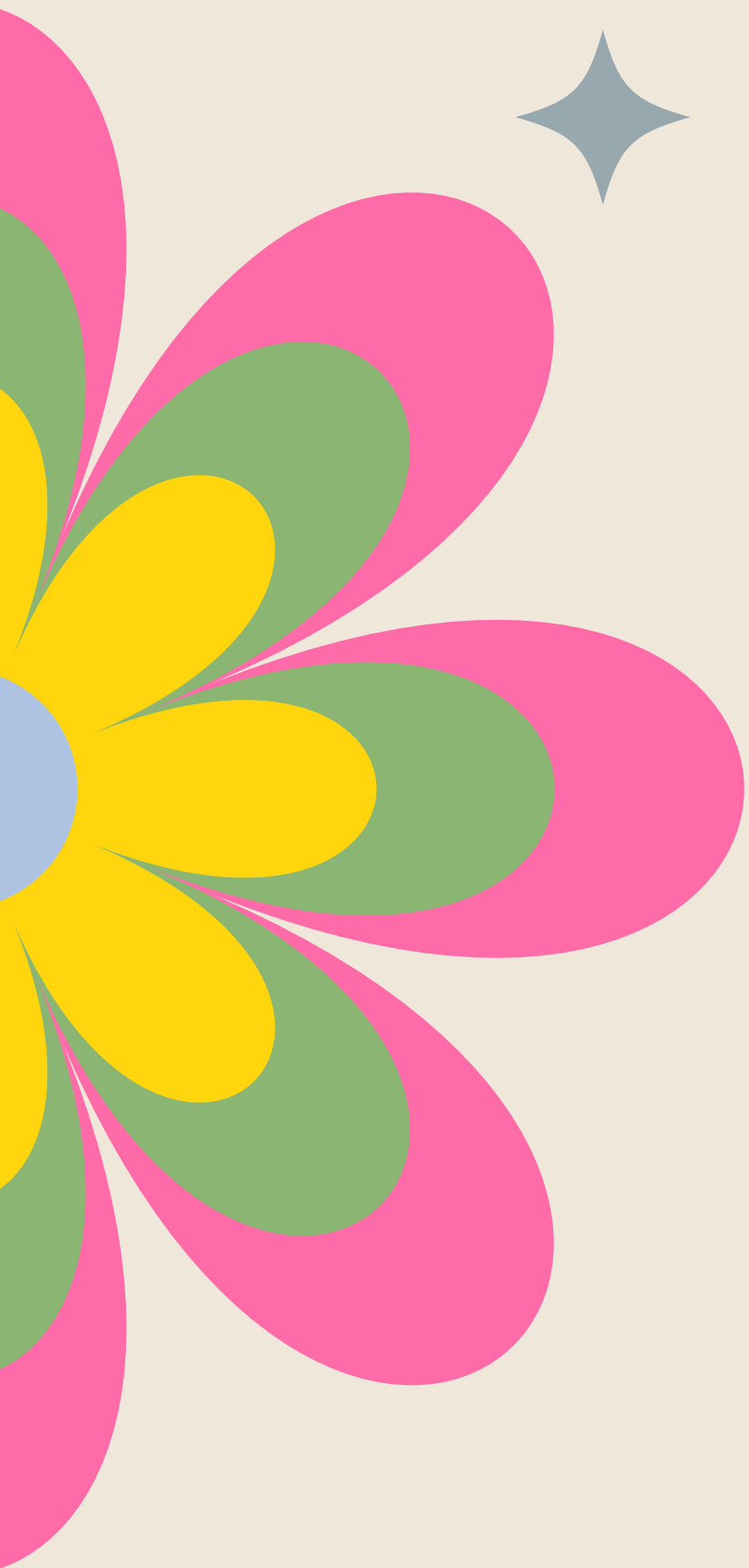
The Fashion Exhibition of the season

**"THE YEAR OF FASHION-
FASHION EXHIBITION"**

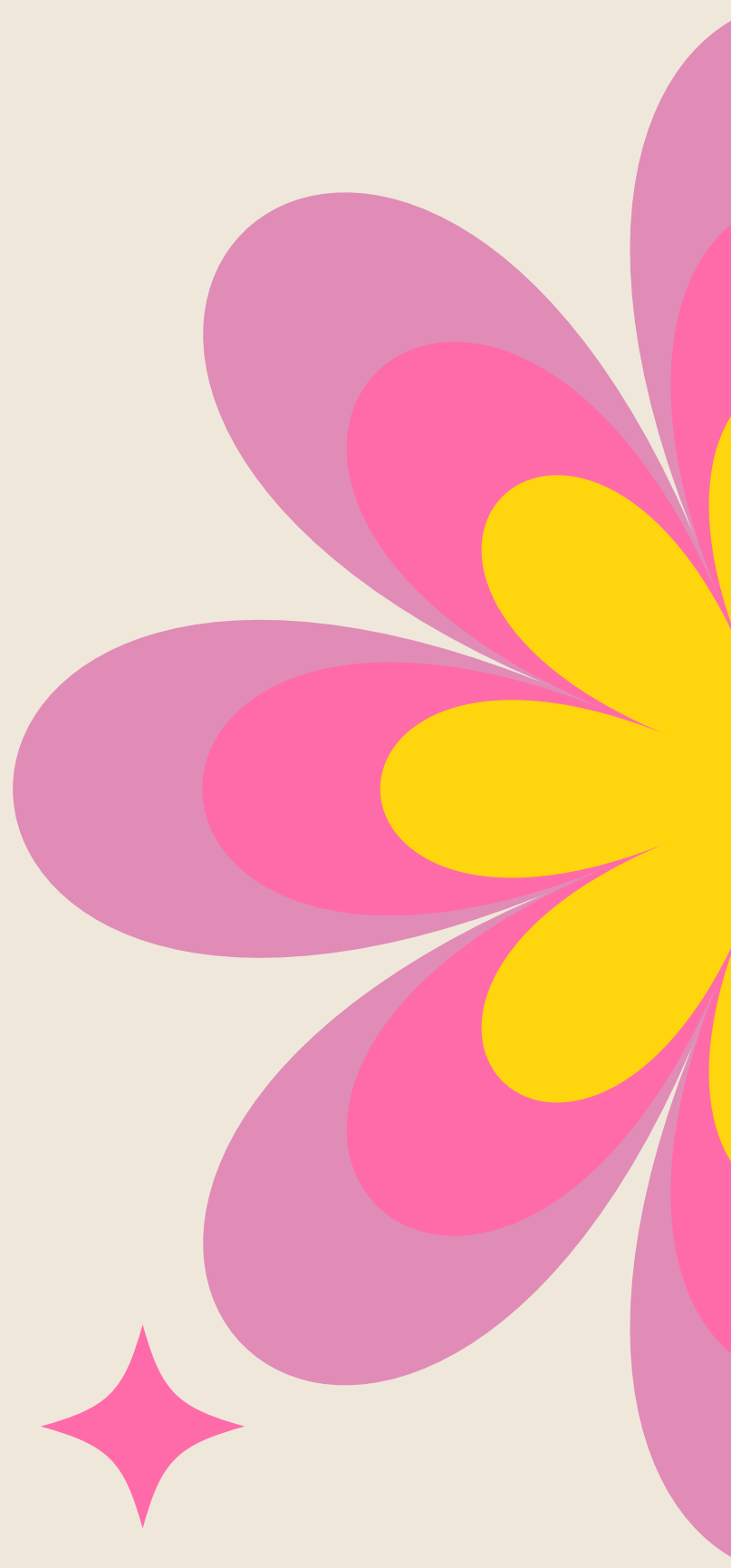


Lets Explore the hottest couture brands this
generation have to offer

THE INTRO



Love, Sunny brand will host a fashion show at the Fashion Institute of Design and Merchandising in Los Angeles, California. The trendiest clothing labels that are on your desire lists, mood boards will all be showcasing their new collection. This spring, it will be a little different from the usual exhibition ones may attend. In addition to showcasing more well-known couture lines, we will also feature lesser labels that are all about fashion, along with a "pop up" section of the show where visitors are invited to shop. This is exclusively for owners of smaller, inspired brands and businesses to showcase their talent and originality in order to gain recognition for their brand.



THEME

ACCORDING TO (SALONGA, 2024) THE TOP FASHION TRENDS AND BRANDS TO KNOW AND ANY THAT YOU WANT TO KNOW CONSIST OF CHLOE, MARSEGO AN EMERGING BRAND FROM UKRAINE , BROCHU WALKER IS AN UNDER-THE- RADAR BRAND, PHOEBE PHILO A LOWKEY LUXURY BRAND THAT'S HERE TO STAY JUST TO NAME A FEW. THE YEAR OF FASHION IS MORE TARGETING FOR THE BRANDS THAT YOU CANT SEEM TO NOT SEE, THE BRANDS THAT'S YELLING PURCHASE ME, THE COOL, CHILL YET CAN TURN INTO A DAY AND NIGHT OUTFIT YOU CANT FORGET. SUCH AS MUI MUI, BOTTEGGA VENETTA, BALNECIAGA, PRADA, AND SOME SURPRISE SMALL CONTEMPORARY GUEST SUCH AS COUCOO, POSTERGIRL , DENIM TEARS AND LASTLY MIKE AMIRI. THE EXHIBITION IS PRIMARILY FOCUSED ON CLOTHING LABELS THAT ARE WEAR-PROOF, RESONATE WELL WITH MILLENNIALS, ADAPT TO DAILY LIFE, AND HAVE A SIGNIFICANT IMPACT ON SMALLER, LESS AFFLUENT UP-AND-COMING DESIGNERS AND FASHION COMPANIES. THE SHOWCASED BRANDS ARE SETTING THE STANDARD FOR TRENDS AND PROVIDING THIS GENERATION WITH A MORE COZY YET LUXURIOUS EXPERIENCE. FOR AN EXAMPLE MUI MUI ESTABLISHED IN 1992 BY MIUCCIA PRADA, MIU MIU IS THE SISTER BRAND OF PRADA. ORIGINATING FROM MIUCCIA PRADA'S FAMILY NICKNAME, THE BRAND WAS CREATED AS A MORE CAREFREE, PLAYFUL, AND REASONABLY PRICED SUBSTITUTE FOR THE PRADA COLLECTION. SINCE 2006, MIU MIU HAS PRESENTED PRESENTATIONS IN PARIS, MILAN, NEW YORK, AND LONDON

PRESS , READ ALL ABOUT IT

DATE: 5/5/2024 FOR IMMEDIATE RELEASE

"DON'T BE INTO TRENDS. DON'T MAKE FASHION OWN YOU, BUT YOU DECIDE WHAT YOU ARE, WHAT YOU WANT TO EXPRESS BY THE WAY YOU DRESS AND THE WAY TO LIVE." —GIANNI VERSACE



LOCATION :

FASHION INSTITUTE OF DESIGN H MERCHANDISING MUSEUM

919 S GRAND AVE, LOS ANGELES, CA 90015 TIME: 6:30PM - 12PM

THE FASHION INSTITUTE OF DESIGN H MERCHANDISING MUSEUM, LOCATED AT 919 S. GRAND AVE., LOS ANGELES, CA 90015, WILL HOST THE YEAR OF FASHION EXHIBITION'S SPRING KICK-OFF THEME. SUNNY LEE, THE HOST AND OWNER OF THE BRAND, PROVIDED INSPIRATION FOR THE SELECTION OF THE VENUE. MY CHOICE OF LOCATION WAS IN UENCED BY LA'S IN UENCE ON FASHION. MANY VISITORS TO THE EXHIBITION WILL BE ABLE TO GO WITH A RENEWED SENSE OF INSPIRATION AND DRIVE TO PURSUE THEIR FASHION BRAND OR BUSINESS AND VISIT THE LOS ANGELES FASHION DISTRICT AS SOON AS THE EVENT CONCLUDED. WITH EXHIBITION BEING THEMED A " FUN NIGHT IN THE SPRING" WERE LOOKING FOR OUR PARTICIPATING BRANDS TO BE COLORFUL, AND VIBRANT THAT WITH BLOSSOM COLORFUL FRESH OWNERS TO REPRESENT A FRESH FUN DELIGHTFUL LOOK. THE EXHIBITION WILL PRESENT BALENCIAGA, MIU MIU, PRADA, BOTTEGA VENETA, AND SURPRISE CONTEMPORARY BRAND GUEST SUCH AS COUCOO, POSTER GIRL, DENIM TEARS AND MIKE AMIRI.



Presenting

Balenciaga

Bottega Veneta

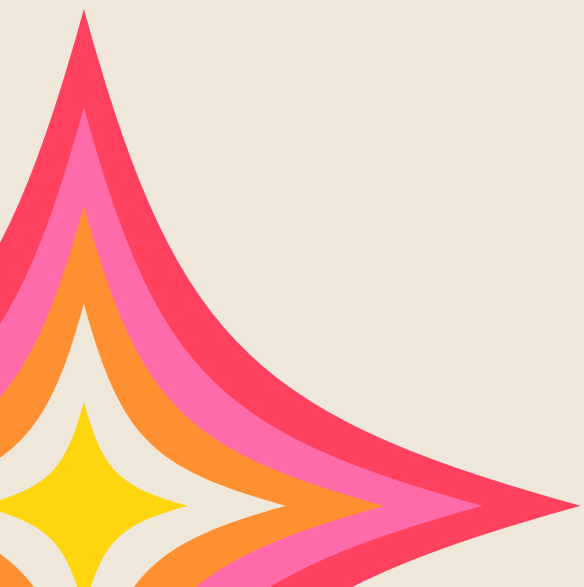
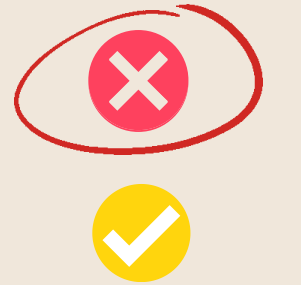
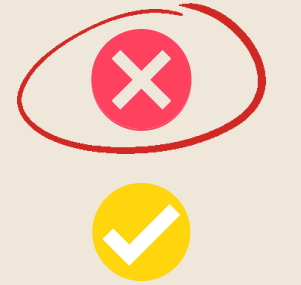
Prada

Miu Miu

CONTEMPORARY BRANDS

POSTER GIRL

COUCOO DENIM TEARS MIKE AMIRI



EXHIBITION LAYOUT



DESIGNERS & GARMENTS

MiuMiu



Miu Miu plays a major role in our fashion exhibition due to its fashion house applying a fresh yet fun design amongst many mature luxury fashion houses such as its sister company Prada

Coucoo is special to our exhibition coucoo has the fashion girlies in a chokehold. This small brand takes pride in giving the world a fashion easthetic of its fashion forecasted color of the season and its body snatcher silhouette that's appealing to anybody type. Its brand is priced friendly from high school aged to 30 years plus age group. inexpensive yet a luxury look and feel

Coucoo

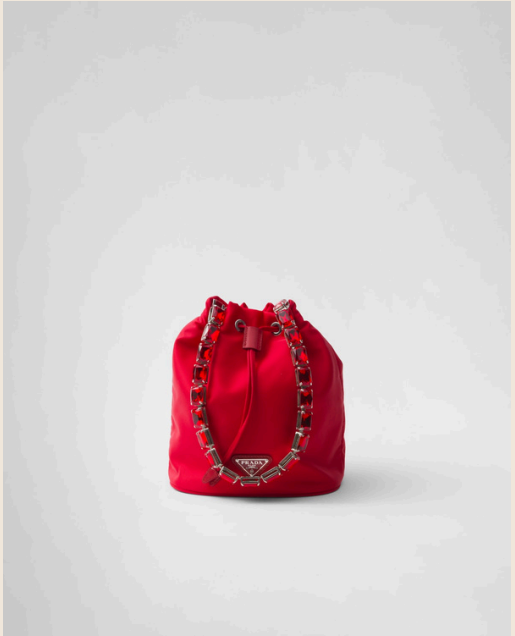


Balenciaga



Balenciaga will be another exclusive fashion house that serves versatility within our exhibition

PRADA



Prada will serve all of the spring accessories with its touch of sporty yet unisex luxury must haves

VISUAL AIDS

BALENCIAGA



The MOOD BOARD

Jackie O's signature style was heavily referenced in Prada Spring/Summer '19

Razuo Sejima's playful date bag

Jackie O in Rome, circa 1962

The garment bag dress by Elizabeth Diller, as seen on the runway

The Yoko bag by Elizabeth Diller, which can transform from a cap bag to an overnight bag.

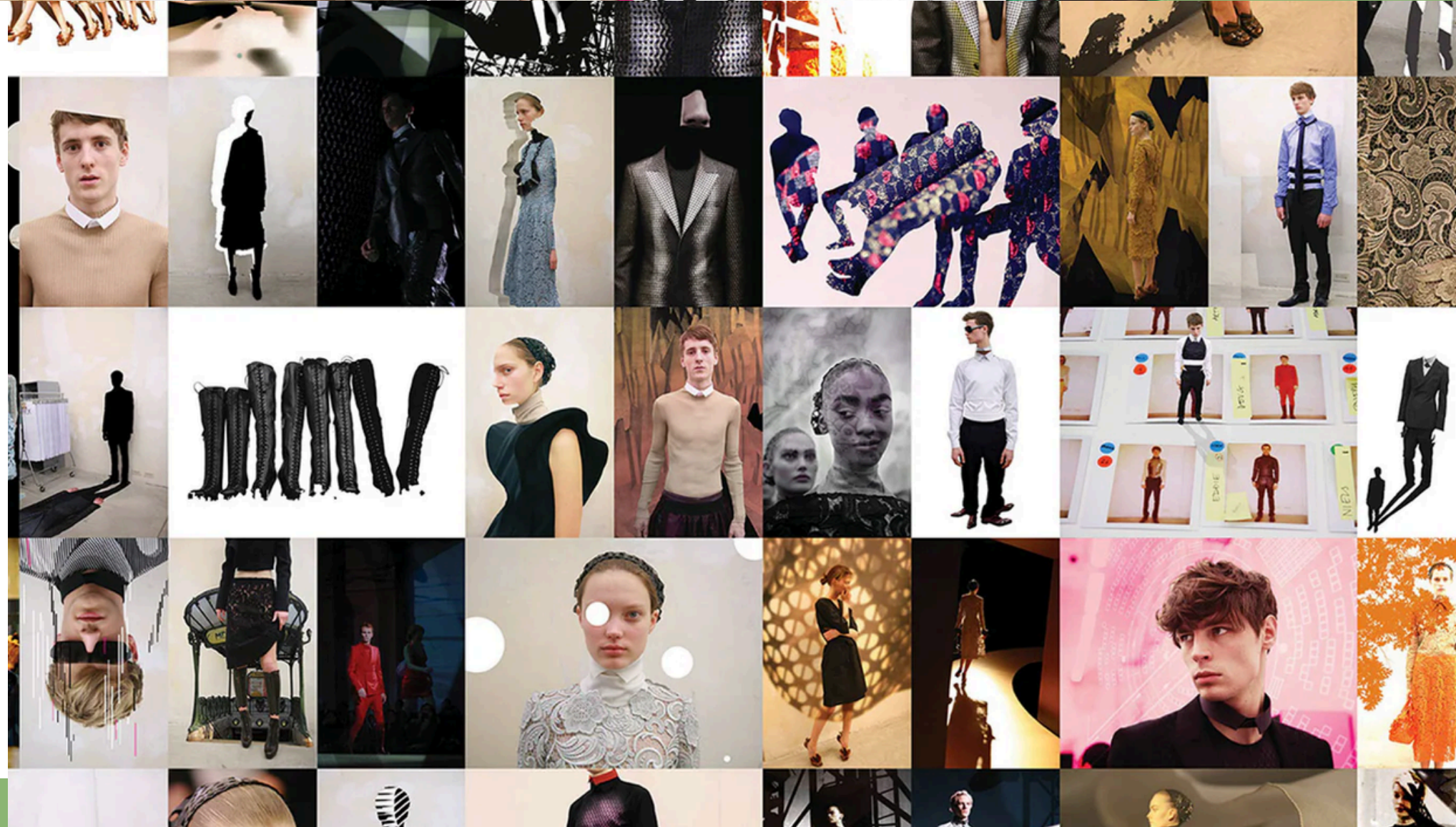
Pictorial perfect with an artfully printed double-breasted coat

Three main architects working for the second time in a row

DESIGNER MOOD BOARD: MIUCCIA PRADA

For Spring/Summer '19, Prada questioned the role of fashion as a political vessel, by discarding simplification and oversimplification. By Amy Yasmine.

...o you want fashion to be a hashtag?" questioned



TOPICALS



Self care will always be apart of our life. Topicals undereye patches has been a game changer and its now making a major impact in the fashion world. Many people utalize Topicals to sleep in and now to travel and make quick errand trips. Topicals has now made it to every it girl home and making a major impact on practising self care. Our exhibition will introduce Topical to those who are not introduce to the brand and will have self care kits for sale in our popup shop and sponsor team.

RETAIL COMPONENT + POP UP SHOP

sprite has been one of the mst popular band soda has has a very strong sweet cafenated taste to keep you up and going for ours. Everyone even non soda drinkers seems not to have an issue to indulge here and there. Sprite the soda brand will also be in attendance at the event to prive a crispt lemon line taste that you will never forget.



For the sponsor of the night Target will sponsor much needed items , first aid kits, fresh fruit to promote target having the best fresh fruits, clothing from its influencer collaborations and starbuck goodies.

COUCOO

COUCOO WILL MAKE A MAJOR WAY FOR OUR POP UP SHOP AND WILL HAVE THE THE SPECIAL PRIVILEGE TO SHOW CASE A NEVER SEEN BEFORE COLLECTION IN OUR EXHIBIT. POP UP ITEMS WILL SHOW CASE THE VIRAL POPULAR SPRING COLLECTION. WE ARE EVEN EXCITED TO GIVE SUCH A SMALL BRAND YET A BRANDS THATS SCREAMING " WERE PROVIDING LOOKS" AN OPPERTUNITY TO SHOW CASE AND GIVE OUR BRANDING MERCH TO CELEBERTIES THAT WILL BE IN ATTENDANCE.

ENGAGEMENT

The Love,Sunny brand invites people of all ages to come see what enduring talent from major and small fashion businesses looks like. We want everyone to come mingle with the largest fashion houses and PR companies the industry has to offer after giving it some thought as to what aspect of fashion or perhaps inspiration they are seeking. Communities of all economic levels are invited to attend this never-before-seen performance and receive gifts and information with the hope that the brand will inspire you to pursue your aspirations.

THANK YOU FOR ATTENDING!

We hope you enjoyed the exhibition.
See you all at our next annual give back show! If
you have a small business and would like to be
feautred in our next event please apply as soon as
possible

