

“The Year of Fashion -Fashion Exhibition”

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BUF 3310: Contemporary Designers and Luxury Markets

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“The Year of Fashion - Fashion Show Exhibition”



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.

Exhibition 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, Bottega Venetta, Balenciaga, Prada, and some surprise small contemporary guest such as Coucoco, 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. *MIU MIU BRAND* (N/A) https://www.showstudio.com/contributors/miu_miu?gallery=false&look=1



Figure 1 Miu Miu cat walk Imagery

The fashion industry as a whole has been in a wonderful uproar about Miu Miu's impact on encouraging versatility in so many men and women. The brand was not only brilliantly designed with complementary patterns and colors, but it was also reasonably priced so that people could buy it and still feel like they were wearing luxurious clothing. Many people were encouraged by this brand to wear what makes them feel. This brand ought to and will be showcased during the year of fashion exhibitions due to its embracement of having fun with clothing and its use of bold, fashionable colors that encourage people to dress how they feel on the inside and out. Balenciaga, Bottega Veneta, Prada, and surprise guests: Coucou, Poster girl, Denim Tears and Mike Amiri all have the same impact on each and every community. Which is so important in fashion. Consumers want the full luxurious experience whether if they are catching it on sale or paying full price and with millennials being most of contemporary consumers the marketing target for brands are well worth the effort and hard work behind these major fashion houses. The theme will focus on vibrant colors, Trending theme

Press Release

Business Partners

Warm regards, Sunny The company would like to work with companies like Target, Fashion Nova, Topical skin care line, and I would like to partner with Sprite, a beverage brand. These brands have a large social media following, which is why I chose them. The businesses I have selected cater to a large demographic of millennials and consumers who enjoy socializing and shopping. These brands, in my opinion, have the potential to draw in a sizable amount of foot traffic and maintain discussion about the exhibition.

Mood Board









References

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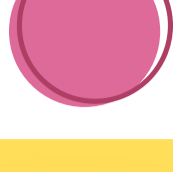
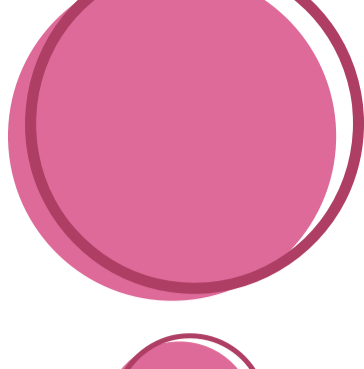
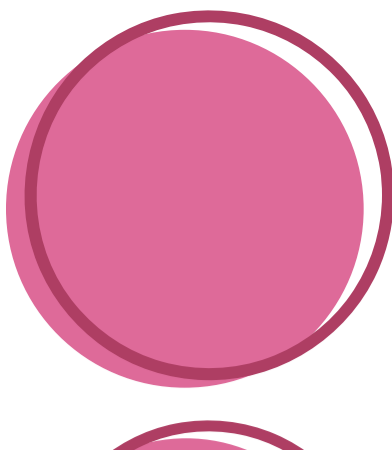
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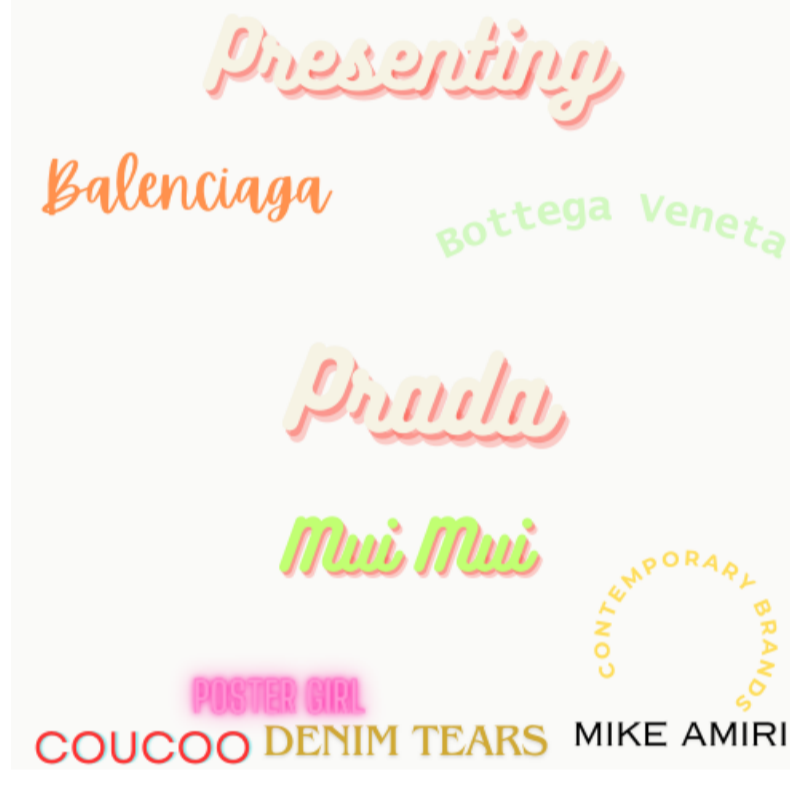
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The Year of Fashion
**Fashion
 Exhibition**

Date: 04/21/2024

For Immediate Release



Location : Fashion Institute of Design & Merchandising Museum

919 S Grand Ave, Los Angeles, CA 90015

Time: 6:30pm - 12pm

The Fashion Institute of Design & 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 influenced by LA's influence 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 flowers 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.

"Bringing aware to fashion and its Inspiration to the new generation one garment at a time ."

About Love, Sunny

Love, Sunny is a brand that has transformed from a small boutique to helping the biggest couture brands flourish. This brand caters to bigger brands and add volume to their styling when doing photoshoots, visuals for windows displays, styling your hottest celeb crush and so much more.