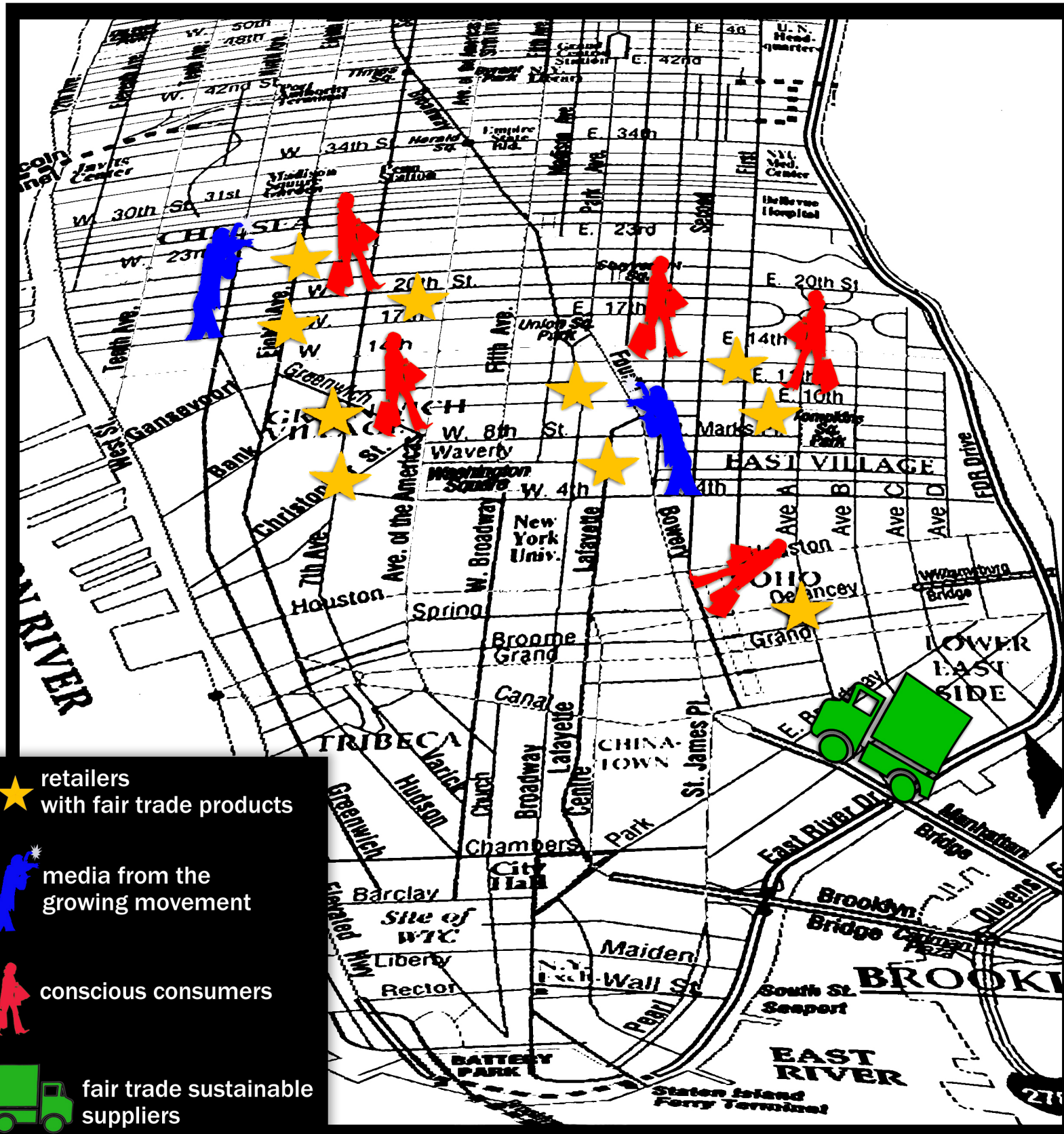



# Where will you be for Fair Trade Fashion's Night Out?


## The Goals and Details:




 Targeted for Thursday, September 15th during Fashion Week.

 A build up of promotional events during Fashion Week tied into an auction to support fair trade sustainable producers.

 A runway show to kickoff the night of shopping.

 Numerous retailers participating by selling a selection of fair trade sustainable products.

 Press outreach and media coverage, including national outlets and a full scale social media campaign.

 Network building between retailers, sustainable suppliers, industry councils and conscious consumers.

 Retailer and brand sustainability endorsements with community and PR support leading into a future fair trade retailer program.

 Sponsorship to expand resources and outreach.

