

FASHION IS ART

Saturday, March 30TH
Tacoma Art Museum
www.fashionisart.net

2019 POST EVENT RECAP

FASHION
DISTRICT
NW

TACOMA
ART
MUSEUM

GENE JUAREZ®

SALONS & SPAS



EVENT AT A GLANCE

Fashion is ART 2019

On March 30th, 2019, Fashion District NW produced Fashion is ART 2019 at the Tacoma Art Museum in Tacoma, WA. The event showcased 8 designers and 6 artists from around the Northwest.

Attendee Numbers:

Total Attendees: 290

Note: Attendee numbers reflect tickets sales, as well as tickets given to press and local fashion influencers.

Showcasing Designers:

Chance Watt
Chiara by Chiara Zuccolotto
Dawnamatrix
Jersey Virago
Lumen Couture
Nox Fashion House
Sloane White Couture
Stone Crow Designs

Showcasing Artists:

Amy Stone
Drawing Blueberry
Dominic Gomez
Michelle Osborne
Sydney M. Pertl
Veronica Lynn Harper



Sponsors:

Bliss Small Batch Creamery
Gene Juarez Salons & Spas
Kind
Michael Bailey DDS
Minuteman Press of Puyallup

Skinny Pop Popcorn
South Sound Magazine
Tacoma Art Museum
Talking Rain
Tease Chocolates



WEBSITE PERFORMANCE

Fashion District NW created a website dedicated specifically for the Fashion is ART, which showcase the designers, artists, and sponsors for the event, as well as provided a portal to our ticket sales.

Website Statistics www.fashionisart.net

Launched on Oct 30, 2018, stats recorded through April 13, 2019

4,114 Total Website Page Views

2,419 Unique Visitors

61% Mobile - 35% Desktop - 3% Tablet

46% Direct – 35% Facebook – 8% Google – 11% Other

Eventbrite (Ticket Page) Statistics

Launched on November 12, 2018, stats recorded through April 13, 2019

2,792 Total Event Page Views

Facebook Event Page Website Statistics

Launched on November 12, 2018, stats recorded through April 13, 2019

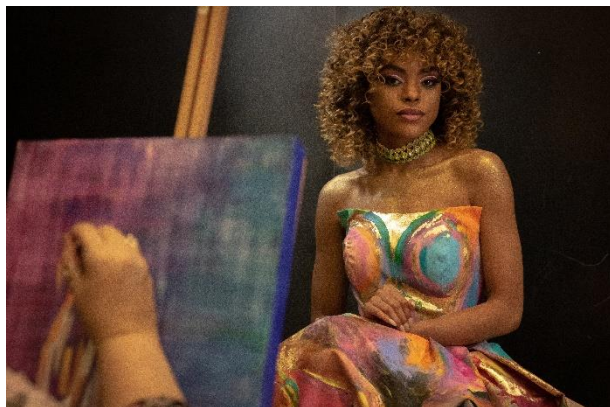
19,317 Organic Page Views

4,924 Paid Page Views

24,241 Total Facebook Event Page Views

Event page resulted in responses from 1,100 (Going/Interested)

Event page direct invites 4,201



SOCIAL MEDIA PERFORMANCE

Fashion District NW focused on 2 social media platforms for this event: Facebook and Instagram. We leveraged our social media to promote the event, showcase the designers, showcase the artists, and highlight our sponsors. For this event, our social media promotions ran on a 12-week schedule which included 9 weeks pre-event and 3 weeks post event.

Fashion District NW Facebook Page

Total Number of Posts 72

Fashion District NW Instagram

Total Number of Post: 65

Social Media Demographics

27.2% Ages 25-34 – 21.5% Ages 35-44 – 10.7% Ages 45-54

75% Female – 35% Males

30.1% Seattle – 15.2% Tacoma – 3.13% Portland



EVENT MARKETING ASSETS

Website: <https://www.fashionisart.net/>

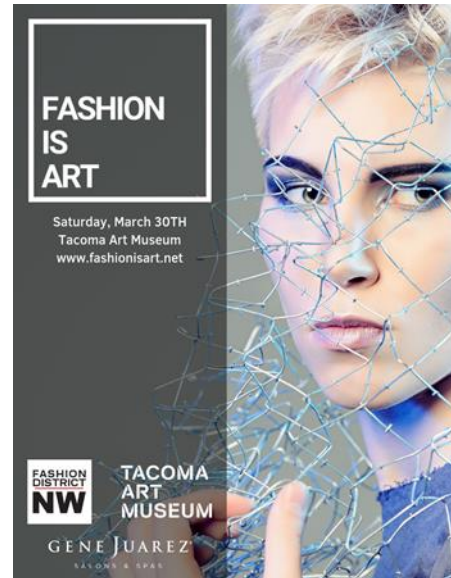
Event Flyer

8,000 Printed and Distributed



Event Posters

500 Printed and Distributed



Event Programs

200 Printed and Distributed

