



*Something
Wicked*

Event Proposal for the launch of the
Spring/Summer Collection
By Anna Brinkhurst

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EXECUTIVE SUMMARY

This event proposal will underline the key elements needed to create the perfect launch for Something Wicked's Spring/Summer 2020 collection. All aspects are covered throughout this proposal, ranging from the aims of the launch, to the concept and budgets that are most appropriate to ensure that the event is executed professionally. It will highlight the most applicable strategies and methods needed and will conclude with a summary, including all key areas that are needed in order to accomplish a professional event.

INTRODUCTION

New to Summer 2020, Something Wicked are releasing a bespoke five-piece lingerie collection. To celebrate the launch, Something Wicked will be holding an event open to consumers, the media and celebrities to promote not just the new collection but the brand altogether. This allows more opportunity for product and brand recognition, expand target consumer scales and build media platforms. The event will take place on the 1st of June 2020, located at Menagerie Bar in central Manchester. The launch will be an evening event that showcases the summer collection in the centre of the venue where the garments are visible to every guest.

AIMS AND OBJECTIVES

The main aim is to professionally launch a promotional event celebrating the release of Something Wicked's SS20 lingerie collection.

The key objectives of this event are:

- Draw in both existing and new consumers to make them aware of the new products, increased participation with the brand and consumers
- Communicate the brand ethos and values to consumers, ensuring they are aware of the ethics and morals behind the brand.
- Gain brand recognition, awareness for the new collection, and reach more media interaction
- Increase the performance in sales throughout the summer months by introducing a new collection of completely new designs.
- Hold a successful, memorable and enjoyable event for consumers, businesses and promoters to experience.

BRAND BACKGROUND

Something Wicked are an ethically sourced, luxury British lingerie brand situated in the North of England, Leeds. They are an online retailer who create bespoke garments and have been a part of the fashion industry since 2016. As a brand, they are best known for their extravagant and lavish lingerie pieces, with many collections for multiple purposes. They are consistent with their products and have a wide range to offer, from a bridal lingerie to lingerie that combines with outerwear. Their platform in the competitive industry is unique and they are continuously creating a new collection each year which sees them sore to success with the sales. They are a brand who continuously stand by their values, with the aim to always 'create innovative lingerie collections that empower women to express themselves, explore their every desire and exude confidence in everything they do'. (Something Wicked, 2020)



(Something Wicked, 2020)

THE SPRING/SUMMER 2020 COLLECTION

The purpose of the Spring/Summer 2020 collection is to create something new, to transition away from the dark colours and themes that are frequently used and to sample and incorporate a theme that specifically fits in with the associations of summer.

The Enchanted collection predominantly focuses on flowery styles, to integrate the idea of nature and environmental factors into the designs. This helps to enhance the elegance of the products and put emphasis on the new theme whilst still sustaining the provocative and extravagant image to ensure the collection shadows the brands identity accurately and the garments will be made with delicate touches and dainty detailing to reflect the theme.

The new theme echoes the brand ethics and values effectively because it is based around nature, flowers and the environment and Something Wicked are an environmentally friendly brand that use ethically sourced materials and manufacture in the UK, therefore they are a strong ambassador for the fashion industry compared to the fast fashion brands. Their support to their trade automatically makes them more unique and stand out from the other competitors.



Lingerie Sets (Wear24/7, Pinterest & Dailytowear, 2020)

TARGET AUDIENCE

Something Wicked's target demographic is specifically woman aged 20-50. It is a high end, luxury company that has an audience who are financially comfortable enough to spend money on designer goods.

One of the main aims of this event is to widen Something Wicked's consumer market, therefore inviting loyal customers, journalists, tabloids, and social media influencers is a necessity in order for the brand to gain more recognition and allow for promotion on the influencers and different media platforms. Existing customers will be reviewed, choosing those who have been loyal attributes to the brand, and they will receive an invitation to the event, to thank them for their gratitude and devotion towards the brand.

This will help to maintain the relationship between the consumers and the brand because it puts the customer in a position where they feel privileged to be chosen to attend the event.

Media publications will also be invited to the event. Local and National tabloids will be on the guestlist, giving the chance for critic's reviews and will enable the brand to be featured in tabloids. This will help the brand gain more recognition and new consumers if they are being introduced and promoted on multiple new platforms.

The manufacturing suppliers will also receive an invite to the event, to thank them for their partnership with the brand and it will also give the chance for the guests to discuss all information regarding the making and developing process of the garments from all collections.

Finally, invites will be sent out to major fashion influences, to give them chance to sample the products, communicate and connect with other individuals in the same position as them and to promote Something Wicked on their platforms, to get the attention from a wider pool of consumers. All individuals who are chosen are primarily fashion, lifestyle and fitness influencers, so they are relevant and have a suitable platform to work with. It also helps to expand their experience within the fashion industry and events.

CONCEPT OVERVIEW AND THEME

The main concept of the event is to promote the Enchanted collection. The brand will hold an extravagant launch party to celebrate the release, reveal the new collection as well as portraying the theme accurately, create awareness for the garments and assist in reflecting the brands values. The new idea of having a floral based theme will help to gain more brand recognition as they are widening their choices for consumers and making the brand more diverse with the different products. It is important that this theme is portrayed throughout the event to show how it differs from all other collections.

The event will be a 'Floral Wonderland' inspired theme and it will have a nature inspired outlook, transmitting the brand ethos and their ethical factors. Something Wicked's themes are usually quite distinct and eccentric, representing their brand aesthetic by following the bondage theme they portray throughout their collections. Unlike other lingerie brands, they avoid the modest and simplistic styles which automatically makes them a unique contender in the industry. However, the Enchanted collection is a whole new theme for Something Wicked. It still represents the brand perfectly with provocative lingerie, however the products consist of more feminine and delicate elements. The event will consist of different elements that represent the Floral Wonderland theme. For example, the main decorative aspects will consist of floral elements such as flower walls, floral table decoration and flowery aesthetic tied in with the catering, such as a large grazing table replicating a buffet that incorporates floral themed food on the platter. By doing this, it ensures that the theme is accurately portrayed throughout the event and replicates a summery environment that is visually pleasing for guests.



Blooming lovely Cafe (The Londoner,2018), Table decoration (Clingen, 2020) & (Belle Magazine, 2019)

VENUE



Menagerie Bar, (Menagerie 2019, AW17 Fashion show 2017)

The location of the event will be held at Menagerie Bar, situated in central Manchester.

One New Bailey, New Bailey Street, Salford, M3 5JL

The rationale behind the choice of venue:

- A northern location – local to the brand and represents the British fashion brand
- City central - has easy access and multiple travel links in order for guests to get there with ease.
- Large venue – Menagerie can fit up to 500 guests, meaning there is multiple space for both guests and all decorative elements
- Celebrity hotspot – A popular choice for holding events and is familiar to celebrity faces, which makes it an appealing location.
- Professional catering – the bar serves both food and drinks to specialised standards.
- Aesthetically pleasing interior – A stylish, modern and glamorous venue with a relaxed atmosphere.
- Unique layout – Menagerie not only changes its interior to fit with certain themes, it also features a runway in the middle of the dining area, which allows access to specialized performers and enables brands to present their work through a show.

EVENT BREAKDOWN

The main concept of the event is to celebrate the launch of the Enchanted collection. It is essential that the event's atmosphere is enjoyable, professional and exhibits the collection with expertise in order for the guests to enjoy the launch and create a pleasurable event. In order to make the launch distinctive and unique, there will be varied entertainment that provides the guests with an exclusive experience.

To help support smaller businesses in the event industry, there will be a themed photobooth for guests to get close up photographs that fit in with the aesthetic of the event. For example, the camera will have options whether to take a photo with a floral background, there will be props provided such as flower necklaces and floral headpieces to fit with the aesthetic and allow guests to have fun and play around. This also helps to represent the brand as an stimulating brand who can provide a sense of excitement for their consumers.

There will also be a professional photographer to capture all images of the event, from guest photos to runway shots of the collection. This will not only help to provide memories for the brand and the guests but will create professional images, provide content for Something Wicked's business to help with promotional strategies, as well as producing memorable photos for the guests.

To go with the photography element of the event, there will be flower walls, backdrops and floral and balloon archways to provide not only aesthetic decoration but perfect photo opportunities for individuals too.

There will be different aspects provided for entertainment, with the main element of the night being a live fashion show on the runway. This will showcase every piece from the Enchanted collection, giving the guests a preview of all the garments. To accompany the fashion show, there will be a live set provided by famous DJ Joel Corry, delivering the music for not only the show, but the whole evening too. This will help to create a happy and pleasant atmosphere amongst the guests. Additionally, to ensure that the event remains visually pleasing there will be performers such as dancers and acrobats to engage with the audience and put on a creative show. These performers will be dressed in silk attire to represent the garments in the collection, so everything ties in together.

There will also be the chance for the guest to view the garments after the show, where the lingerie will be displayed on mannequins and decorated rails in the bar area, which allows the guests to have a face to face experience with the products before the collection is released to the public.

Something Wicked will finish off with a finalising speech, which will explain all details regarding the collection and decisions behind the making process of the Enchanted collection. This helps provide the target consumers and publicists with all the information they need to know regarding the collection.

CATERING

A set menu will be provided by Menagerie Bar and Restaurant for all guests. This menu will consist of three courses.

The choice of having a set menu follows from the consistency and professional element of the event. As Something Wicked are a luxury designer brand, it is only appropriate for the catering to be of the highest standard it can be.

Alongside the set menu there will also be a small, decorative buffet provided throughout the evening that will hold canopies and miniature desert options to allow guests to pick and snack whenever they want to. By holding these options, it puts the guests at most comfort by providing multiple options. Having a decorative buffet also creates a visually pleasing image to add to the theme of the event. The table will be decorated with floral elements, with the deserts all made and designed revolving the theme around flowers.

Regarding beverages, there is a large bar situated in the centre of the venue which will provide all alcoholic, non-alcoholic hot and cold drinks, giving options for every guest whether they chose to drink or not, but considering it is an evening event there is a higher chance of guests consuming alcohol, therefore there will be champagne on arrival for each individual.



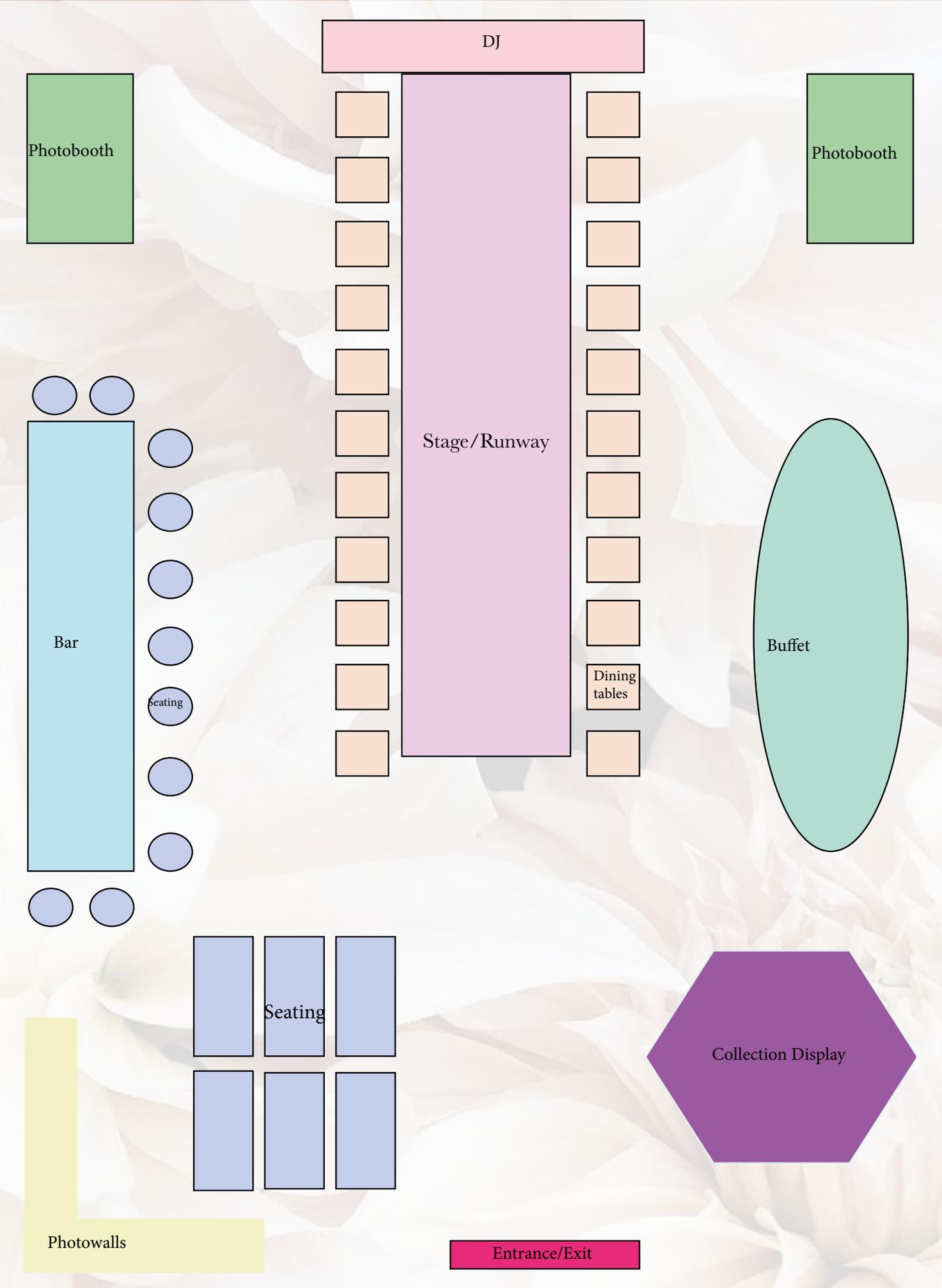
RUNNING ORDER

- 17:00 - Something Wicked staff arrive to set up last touches
- 18:00 - Photographer arrives to set up
- 19:00 - Guests arrival time
- 19:15 - DJ begins the set providing the music for the evening
- 19:30 - Opening speech from the Something Wicked staff
- 20:00 - DJ begins fashion show set, guests take their seats at the dining area ready for the food
- 20:10 - All food comes out and live dancers and acrobats begin their performance
- 20:30 - Fashion show begins
- 21:00 - Fashion show ends and Something Wicked begin their speech
- 21:30 - Speech ends and guests are free to interact and socialise with all other guest at their own accord
- 21:45 - Photographer begins group photos
- 22:00 - VIP area opens up showcasing the pieces from the collection up close
- 22:30 - Loyal customers given the opportunity to choose their chosen garment to take home.
- 23:00 - Guests depart
- 23:15 - Something Wicked team depart once all guests have

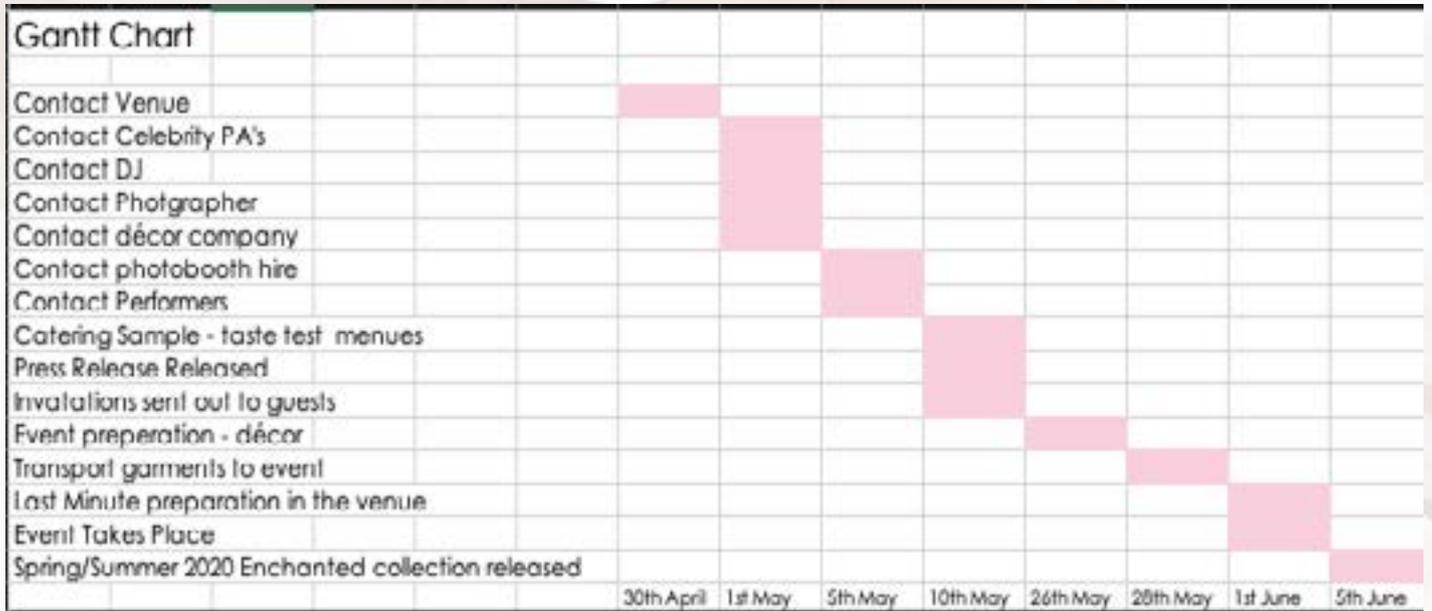
FINAL COSTS

	A	B	C	D	E
1	<u>Costing</u>				
2					
3	Venue		£650.00		
4					
5	Catering x131		£1,434.45		
6					
7	DJ		£1,750		
8					
9	Models x10		£3,500		
10					
11	Celebrity Guests		£20,000		
12					
13	Tabloids		£15,000		
14					
15	Event Decor		£3,000		
16					
17	Dancers		£2,000		
18					
19	Acrobats		£1,000		
20					
21	Photographer		£600		
22					
23	Photobooths x2		£500		
24					
25	Influencers		£1,000		
26					
27	Clothes Rails x5		£50		
28					
29	Mannequins x10		£200		
30					
31	Total:		£50,684.45		

FLOOR PLAN



GANTT CHART



Something Wicked

hosts

ENCHANTED LAUNCH EVENT

Celebrating the release of the new Spring/Summer 2020 collection.

1st of June 2020 *19:00pm*

MENAGERIE BAR

One New Bailey, new Bailey Street, Salford, manchester, M3 5JL

JOIN US FOR A NIGHT FULL OF CELEBRATIONS

To confirm your presence: wickedevents@smethingwicked.com

Something Wicked

FOR IMMEDIATE RELEASE

The Enchanted Collection

On the 1st of June 2020, Something Wicked held the Floral Wonderland event to celebrate and promote the release of their Spring/Summer Enchanted collection.

The event had over 130 guests attend, including different medias and A-List celebrities, along with the chosen loyal customers and the brands suppliers. The launch was a huge success, with the new collection presented in a huge catwalk show, accompanied by live music from the DJ and professional eyecatching dancers and acrobats that provided the entertainment for the night. The fashion show enabled the audience to engage with the products and the brand, as it showcased every item the collection to the guests, in a fun and visually pleasing atmosphere.

The photographer and photoboosts also captured happy moments between the guests, produced professional photos and business shots for the brand themselves, to help promotoe the new collection and celebrate the brands success.

The catering provided the guests with unique, themed foods and bevarages for them to indulge, created at the highest standard by the professional chefs at menagerie themselves.

Overall, the launch event for the brand new Enchanted collection was a huge success, that promoted and celebrate the brand in a professional and enjoyable manner, reflecting the brands ethos and values throughout and provided extravagent enertainment for the guests throughout.

Contact:

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Email: wickedevents@somethingwicked.com

Website: www.somethingwicked.com

Address: Mabgate Mills, mill 6 ground floor B, Leeds, LS9 7DZ

APPENDICIES

GUEST LIST

Attendees	No. of Guests
Something Wicked Suppliers	30
Loyal chosen customers	40
Celebrity Guests	15
Bloggers	10
Social Media Influencers	10
Magazines	8 magazines - 2 individuals from each
Tabloids	3 tabloids - 2 individuals from each
Competitors	2 brands - 2 individuals from each

Total: 131 guests

CELEBRITIES

All chosen celebrities, bloggers and influences have carefully been chosen to attend the event because of their platforms and who they represent. These individuals all promote female empowerment and body positivity in their own ways on their own platforms. Therefore, it is only suitable to invite the most applicable guests.

Rihanna
Ashley Graham
Alexandra Cane
Fearne Cotton
Jameela Jamil
Emma Watson
Victoria Beckham
Kate Moss
Stella McCartney
Sienna Miller
Maura Higgins
Olivia Bowen
Jacqueline Jossa
Molly-Mae Hague
Maya Jama

SOCIAL MEDIA INFLUENCERS

Each chosen social media influencer has been chosen for their ethics and morals regarding their platform. They all fall under the fashion/lifestyle/health category and are representatives for female empowerment and body image too. Therefore, it is essential that the most appropriate influencers are invited, for their values and it will help raise awareness for Something Wicked on their own platforms, to the younger consumers.

Influencers	Instagram Handle
Meggan Grubb	meggangrubb
Grace Beverley	gracebeverley
Jordan Lipscombe	jordanlipscombe
Lydia Rose	fashioninflux
Alicia Roddy	lissyroddy
Ellie O'Donnell	missellie_o
Sarah Ashcroft	sarahhashcroft
Jamie McCann	jamienevieve
Sophie Tuxford	sophiatuxford
Magan Barton Hanson	meganbartonhanson_

MEDIA LIST

Form of Media	Publication	Circulation	Readership	Contact Details	Rationale
Magazine	British Vogue	220,000	800,000 Women	Editor – Edward Enninfu Online Advertising Queries@condenast.co.uk	The most well-known fashion magazine, with a large celebrity following. This will help Something Wicked gain more recognition and would be a privilege to be featured in the biggest fashion magazine.
Magazine	Elle	331,251	512,000 Women	Editor – Nina Garcia Digital Editor – Natasha Bird natasha.bird@elleuk.com	A worldwide fashion magazine with a young consumer audience. This will help Something Wicked be promoted on a new platform with a different demographic.
Magazine	Cosmopolitan	205,363	910,120 Women	Editor – Jessica Pels cosmopolitan-UK@hearst.co.uk	Monthly American magazine that discusses fashion and beauty. This will enable Something Wicked to be promoted to a global audience, gaining them more international recognition.
Magazine	Marie Claire	302,514	530,000 Women	Editor – Anne Fulenwider Digital Editor – Holly.Rains@tiMedia.com	A fashion magazine that has a target demographic of all ages. This will help to reach a wider pool of people when promoting Something Wicked's collection launch.
Magazine	Hello	206,900	2,136,000 Men & Women	Editor – Rosie Nixon Creative Content Director - Arianna Chatzidakis Arianna.chatz@hellomagazine.com	A weekly magazine that focuses on fashion, celebrities and lifestyle, has a large audience therefore to promote Something Wicked would help to gain a larger following.
Magazine	Dazed	99,810	120,250 Men & Women	Editor – Isabella Burley partnerships@dazedmedia.com	A unique London based magazine that focuses on fashion film and art. Appropriate to target a new demographic
Online Magazine	STYLEetc	N/A	N/A Women	editorial@style-etc.co.uk	Local fashion magazine to Manchester. Appropriate to promote the brand in another northern area of the country and represent Something Wicked's brand identity. Also have an appropriate audience that will appeal to Something Wicked

MEDIA LIST CONTINUED

Form of Media	Publication	Circulation	Readership	Contact Details	Rationale
Online Magazine	Vior	N/A	N/A Women	Editor – Jyoti Matoo editorial@vior fashion.co.uk	A local online magazine based in Leeds city centre. Focuses on all things fashion, beauty and lifestyle. Appropriate to represent the brand and its origin.
Newspaper	The Independent	N/A	24,500,000 Men & Women	Editor – Christian Broughton customerservices@scoot.co.uk	The Independent has a large consumer audience which will help to promote the brand and discuss all element of the events that take place to draw individuals in.
Newspaper	The Guardian	126,879	500,000 Men & Women	Editor – Katharine Viner media@the guardian.com	A tabloid that provides their audience with all different topics in the news, including Style. Therefore, Something Wicked can be promoted in this Fashion related section.
Newspaper	The Telegraph	360,345	700,000 Men & Women	Editor – Chris Evans telegraphworks@ telegraph.co.uk	The telegraph is a newspaper that appeals to an older demographic, which will help to promote Something Wicked to an older range audience.

EVALUATION

To evaluate, the Floral Wonderland event will promote the new Enchanted Spring/Summer 2020 lingerie collection, brought to consumers by Something Wicked. The event will be open to those who are loyal customers to the brand, the media and celebrities who wish to attend. All different aspects that make up the event will increase the interest in the brand amongst existing and new consumers thanks to the inclusion of the celebrities and the media. The main aim is to increase brand recognition and see sale performances surge after the collection is released. The event is also in place to celebrate the hard work and success of the brand and the suppliers for the yearly collection release, and the chosen guests are there to applaud this.

The occasion should deliver a cheerful, atmospheric and extravagant event to all attendees of the event and Something Wicked should see success in sales and their brand altogether after the launch has taken place and the new collection has been released to all.

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