



BLUE PALM



**Proposal for  
Brampton  
Lifestyle & Fashion Events**

# INTRODUCTION

- Brief overview of the proposal
- Importance of hosting fashion & lifestyle events in Brampton
- Introduction to the two proposed events:
  - Brampton Fashion Festival
  - International Fashion Festival Canada



# Event 1: International Fashion Festival Canada

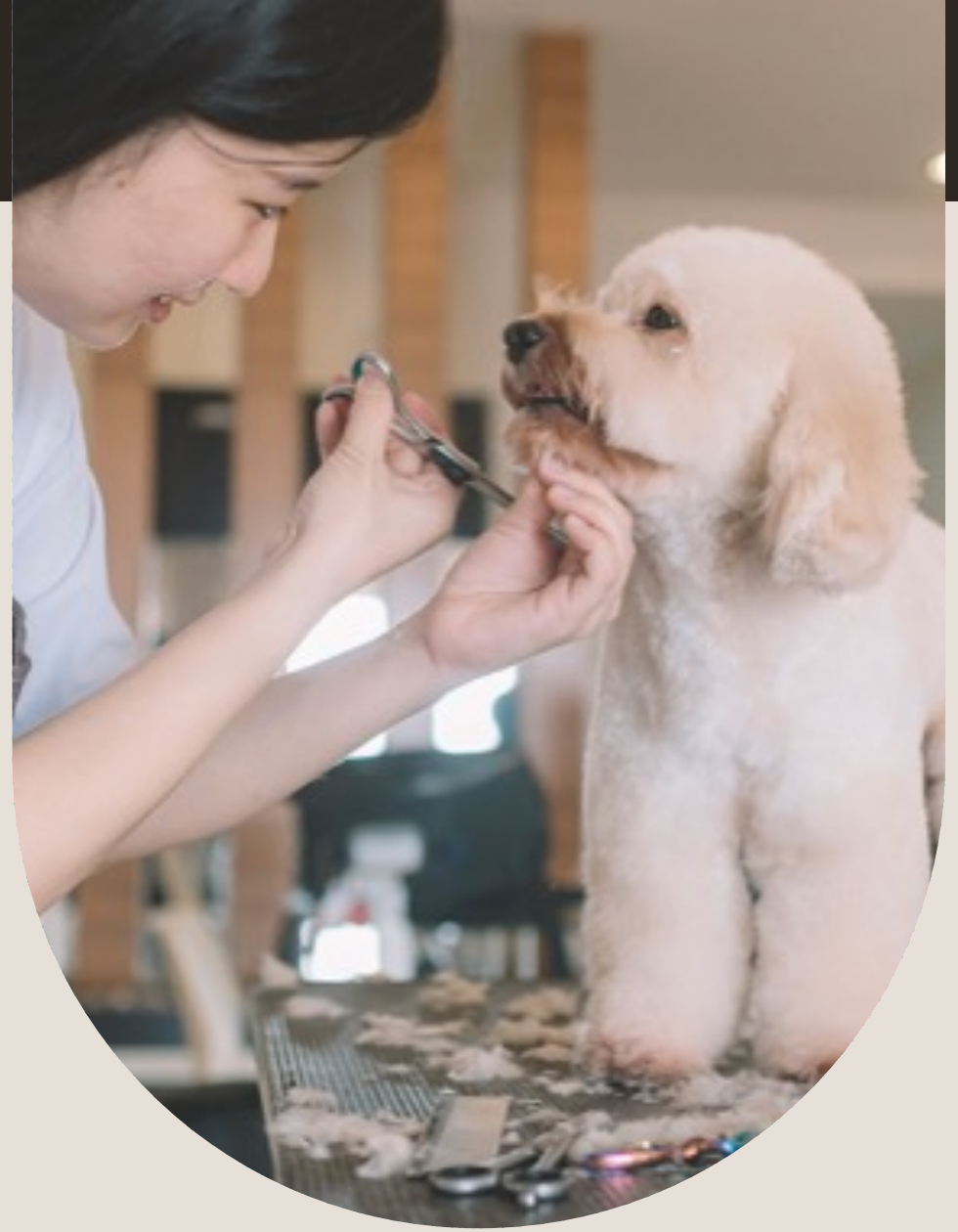
- Purpose: Showcasing Brampton on a global scale and emphasizing quality in the fashion and lifestyle industry
- Venue: Located in Brampton
- Key Features:
  - Featuring international designers and brands
  - Showcasing diversity and global fashion trends
  - Highlighting Brampton's appeal as an international fashion hub
- Importance of City Support:
  - Need for major support from the city to enhance the event's scale and quality
  - Benefits to the city's reputation and tourism
  - Showcasing Brampton as a global fashion destination



## Event 2 :BRAMPTON FASHION FESTIVAL

Create opportunities for small businesses and local vendors in Brampton's fashion and lifestyle industry

- Focus Areas:
  - Showcasing small businesses
  - Highlighting local vendors
  - Promoting the home industry
- Benefits to the Community:
  - Economic growth for small businesses
  - Community engagement and support
  - Opportunities for local talent



## Collaboration Opportunities with the City of Brampton

1. **Venue Partnership: Access to City Spaces**
2. **Promotional Amplification: City's Communication Channels**
3. **Logistical and Administrative Coordination**
4. **Financial Sponsorship or Support Opportunities**
5. **Community Engagement Collaboration**
6. **Guidance on Permits and Regulatory Assistance**





# Thanks Q&A

International Fashion Festival Canada | 2023

