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Louisville  
*bespoke*

**Louisville Bespoke** is a fashion hub that facilitate a collaborative movement with some of Louisville's emerging and stablished local fashion designers, makers, entrepreneurs and artists in the industry striving to create more exposure and excitement around the great talent and resources of the fashion industry in the Midwest.

Louisville Bespoke's primary objectives are:

- To raise awareness of and encourage the growth of emerging Louisville fashion designers, artists and entrepreneurs.
- Create and produce more fashion locally.
- Educational and other events, open to the public, that focus on fashion and the production of clothing and accessories.

**Yamilca Rodriguez**  
**Founder and President, Louisville Bespoke**

Yamilca Rodriguez's career in fashion has its roots in Venezuela where, at 18 years of age, she learned to sew under the tutelage of a highly-respected seamstress. Her interest in design led to her decision to move to the United States where she graduated from the University of Cincinnati with a degree in industrial design.

She joined Procter and Gamble's Global Consumer Brands Division. There she led creative design-thinking and problem-solving sessions around the world. She helped teams tackle challenges from orchestrating global innovation strategies to envisioning future customer needs within a number of consumer categories, and assisted the teams in developing user experiences across multiple channels.

During her time with Procter and Gamble, she decided to create her own line of clothing. After moving to Louisville, her work as a designer inspired her to create Louisville Bespoke. "I am passionate about supporting and guiding emerging fashion designers to bring their ideas to life. As part of that initiative, Louisville Bespoke will assist them in honing their individual skills and knowledge, and will introduce them to the resources they require to make their businesses successful," she says.

## Louisville Bespoke Spring Fashion Show 2020

The Speed Art Museum was the setting for the inaugural Louisville Bespoke Spring Fashion Show in April, 2019. More than 400 guests attended the event SOLD OUT! Showcased the fashions of 12 Louisville designers.

*Plans are underway for Louisville's  
most extraordinary fashion event of the decade.*

## Louisville Bespoke Fashion Show 2020

Buoyed by the phenomenal response to the 2017, 2018, and 2019 fashion show, Louisville Bespoke is creating an even more spectacular event for April 10th, 2020.

Louisville Bespoke is delighted to announce its partnership with Paristown Salon for the Spring Fashion event. In addition to the highly-curated fashion show and shopping experience.

*Paristown Salon is a charitable 501(c)(3). Sponsorship contributions and proceeds from the auction will be tax deductible.*



## **The 2020 Louisville Bespoke Fashion Show Sponsorship Levels**

### **HAUTE COUTURE**

Sponsorship Opportunity | \$5,000

Benefits of the Presenting Sponsorship will include:

- Co-branding will receive naming rights as Presenting Sponsor on all material relating to the show for 2019.
- Will be the official hosts of the V.I.P. reception to be held an hour prior to the show.
- At the show, Yamilca Rodriguez, founder and president of Louisville Bespoke, will introduce as hosts for the evening.
- Will offer a welcome message to the guests.
- Will receive eight (8) V.I.P. tickets to the show.
- May make available at the event material
- Louisville Bespoke would be delighted to discuss with other benefits that could accompany sponsorship.

### **COUTURE**

Sponsorship Opportunity | \$2,500

Benefits of the Couture Sponsorship will include:

- Recognition on Louisville Bespoke Event Page
- Recognition on social media
- Logo on screen at event
- V.I.P. Exclusive Pre-Party 6:00-7:00p.m.
- Six (6) V.I.P. tickets.
- Logo in program

### **PRET-A-PORTER**

Sponsorship Opportunity | \$1,000

Benefits of the Pret-a-Porter Sponsorship will include:

- Recognition on Louisville Bespoke Event Page
- Recognition on social media
- Logo on screen at event
- V.I.P. Exclusive Pre-Party 6:00-7:00p.m.
- Four (4) V.I.P
- Logo in program

### **HIGH STREET**

Sponsorship Opportunity | \$500

Benefits of the High Street Sponsorship will include:

- Recognition on Louisville Bespoke Event Page
- Recognition on social media
- Logo on screen at event
- V.I.P. Exclusive Pre-Party 6:00-7:00p.m.
- Two (2) V.I.P.
- Logo in program