

THE GRID SHOW

FASHION WEEK
2025 PACKAGE



WELCOME

The Grid Show emerges as the epitome of innovation and creativity in the fashion world, showcasing established designers alongside up-and-coming talents in a week-long celebration of beauty and exclusivity. This full-production fashion extravaganza takes center stage as designers are catapulted onto the FASHION GRID a dynamic platform where artistic visions and sartorial ingenuity converge. From avant-garde couture to cutting-edge streetwear, The Grid Show not only sets trends but redefines them, offering a tantalizing glimpse into the future of style and design.







FOUNDER

Danny Nguyen

Executive Director / Designer

Danny Nguyen, the visionary founder and designer of the esteemed fashion brand Danny Nguyen Couture, has left an indelible mark on the global fashion landscape. Renowned for his unparalleled creativity and meticulous craftsmanship, Nguyen has curated mesmerizing shows across the world, captivating audiences with his avant-garde designs that seamlessly blend artistry with haute couture. His latest endeavor, a groundbreaking magazine article, serves as a testament to his innovative vision, showcasing his ability to push boundaries and redefine fashion aesthetics like no other. Danny Nguyen's dedication to excellence and his distinctive artistic perspective continue to inspire and influence the fashion industry worldwide.

KEY MEMBERS



Creative Director
Kristina Phan



Director of
Communications &
Marketing
Oscar Alfaro



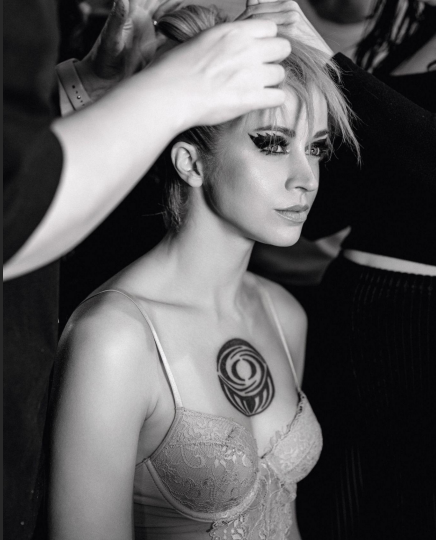
Producer
Harrison Broker

Executive Producer
David Nguyen

FASHION WEEK CITY- HOUSTON

JUNE 01-11,2024

The Grid Show, held from June 1-11, 2024, was a spectacular showcase featuring nine talented designers at three luxurious exotic car dealerships. This unprecedented fusion of automotive opulence and high fashion drew a full house, with every seat taken as guests immersed themselves in a feast for the senses. Attendees were treated not only to a stunning array of designer collections but also to complimentary gourmet cuisine and drinks, ensuring an unforgettable experience for all. The ambiance pulsated with excitement as each designer unveiled their visionary creations, marking the event as a resounding success where luxury, style, and indulgence converged in perfect harmony.








THE GRID SHOW - THE EXPERIENCE SCHEDULE A 2024

FRI MAY 31	SAT JUN 01	SUN JUN 02	MON JUN 03	TUE JUN 04
6PM ASIA SOCIETY	7PM WELCOME PARTY	12-3PM BALMAIN		7PM MOXY
PRIVATE EVENT TICKETS REQUIRED	*EVENT OPEN TO THE PUBLIC*	*EVENT OPEN TO THE PUBLIC*		EVENT *OPEN TO THE PUBLIC*
TICKET SALES HAVE ENDED	PLEASE RSVP RSVP@DNCOUTURE.COM	PLEASE RSVP RSVP@THEGRIDSHOW.COM		PLEASE RSVP RSVP@THEGRIDSHOW.COM
CONVERSATION WITH KEVIN KWAN "Crazy Rich Asians"	MEET DESIGNER DANNY NGUYEN COUTURE	THE COUTURE SHOPPING EXPERIENCE		FASHIONISTA MIX AND MINGLE EVENT
LOCATION ASIA SOCIETY TEXAS 1370 SOUTHMORE BLVD. HOUSTON, TX 77004	LOCATION DANNY NGUYEN COUTURE 6834 WILCREST DR. HOUSTON, TX 77072	LOCATION BALMAIN (RIVER OAKS) 4444 WESTHAIMER RD. SUITE D-105 HOUSTON, TX 77027		LOCATION MOXY HOUSTON DOWNTOWN 412 MAIN ST. HOUSTON, TX 77002
				AFTERPARTY SUNSET ROOFTOP LOUNGE 2119 DALLAS ST HOUSTON, TX 77003



THE GRID SHOW - THE EXPERIENCE SCHEDULE B 2024

WED JUN 05	THUR JUN 06	FRI JUN 07	SAT JUN 08	SUN JUN 09	MON JUN 10	TUE JUN 11
6PM APPRECIATION DINNER	7PM OFFICIAL KICK OFF PARTY	7PM RUNWAY DAY 1	7PM RUNWAY DAY 2	7PM RUNWAY DAY 3	7PM RISING STAR COMPETITION	10PM THE OFFICIAL CLOSING PARTY
MEET AND GREET:	*TICKETED EVENT*	*TICKETED EVENT*	*TICKETED EVENT*	**OPEN TO THE PUBLIC* BRUNCH WITH MR TRIPLE X JR'S BAR AND GRILL 808 PACIFIC STREET HOUSTON, TX 77006	*TICKETED EVENT*	*OPEN TO THE PUBLIC*
INTERNATIONAL RENOWNED DESIGNERS <i>Meet and Greet</i>	MEET DESIGNER DREUX HAMM PRESENTATION	PORSCHE RIVER OAKS 4007 GREENBRIAR DR. HOUSTON, TX 77098 	MOMENTUM BMW 9570 SOUTHWEST FWY HOUSTON, TX 77074 	LAND ROVER HOUSTON CENTRAL 7025 OLD KATY RD. HOUSTON, TX 77024 	RISING STAR DESIGN COMPETITION COMPETITION PRIZE: NYFW	EVENT CLOSING PARTY!
LOCATION PRIVATE	10PM "OFFICIAL AFTER PARTY" LOCATION THE IVY HOUSE 2811 WASHINGTON AVE HOUSTON, TX 77007	DESIGNER GIANNINA AZAR DESIGNER GUILLERMO ALAYON DESIGNER CANDICE WANG	DESIGNER NICHOLAS NGUYEN DESIGNER DANNY NGUYEN DESIGNER: BERNY MARTIN	DESIGNER MISTER TRIPLE X DESIGNER REMY TOH DESIGNER: YUMI KATSURA	LOCATION THE IVY HOUSE 2811 WASHINGTON AVE HOUSTON, TX 77007	LOCATION CIEL RESTAURANT & LOUNGE 441 SAN FELIPE ST SUITE 101, HOUSTON, TX, 77027
		10PM "OFFICIAL AFTER PARTY" LOCATION SINCERELY TIPSY 5115 WASHINGTON AVE HOUSTON, TX 77007	10PM "OFFICIAL AFTER PARTY" LOCATION CIRCA 3017 MILAM ST HOUSTON, TX 77006	10PM "OFFICIAL AFTER PARTY" LOCATION THE HEIGHTS SOCIAL 1213 W 29TH ST HOUSTON, TX 77008	10PM "OFFICIAL AFTER PARTY" LOCATION THE IVY HOUSE 2811 WASHINGTON AVE HOUSTON, TX 77007	





PAST DESIGNERS



Giannina Azaar

A world renowned designer celebrated for her vibrant, culturally infused designs that merge tradition with modern luxury. Recognized as a global fashion leader. Exclusive designer for icons such as Beyoncé, Gwen Stefani, and Jennifer Lopez.



Guillermo Alayon, Inlove Mexico

Most prominent fashion designer in the country of Mexico. Founder of one of the largest fashion organizations in Mexico, YUCATAN: ARTE + MODA Project. Exclusive designer for Mexican celebrities and Miss Universe pageant stars.



Remy, Legends of Style

Parisian designer and visionary in men's fashion, boasting over three decades of experience as a bespoke fashion consultant for high-profile gentlemen and celebrities worldwide.



Yumi Katsura, Yumi Katsura Couture

Pioneer in Japanese bridal fashion. Known for the preservation of cultural Japanese designs and textiles. Officially recognized by Le Chambre Syndicale de la Haute Couture. Exclusive designer for St. John Paul II.

PAST DESIGNER



Eric Rosette, MisterTripleX

Founder and president of RMG Talent and Art Hearts Fashion, one of the largest fashion production companies in the world. Also the producer of Miami Swim Week, Las Vegas Swim Week, and Los Angeles Swim Week.



Nicholas Nguyen

Trailblazing designer known for his brand Mysterious by N.P.N., With a unique flair for intricate detailing and dreamlike fabrics. Known for celebrating inclusivity and self-expression through his work, leaving a distinct mark on the fashion industry.



Danny Nguyen Couture

Internationally renowned designer and celebrated figure in couture. Known for blending traditional elegance with modern couture. Influential figure in the bridging of cultural and ethnic divides within the fashion industry.



Dreux Hamm

Influential designer in the Houston Fashion Scene. Known for designing streetwear that pushes the boundaries of mainstream style with an innovative approach of blending vibrant tones with bold silhouettes.

PAST DESIGNER



Paulette Cleghorn, Yumi Katsura

Creative Director of Yumi Katsura Couture and an internationally renowned figure in the fashion industry. Leading strategic alliances and American expansion for Yumi Katsura Couture, outstanding designer as a prominent leader in the bridal fashion world.



Berny Martin , Catou Wear

Acclaimed designer behind the globally recognized label *Catou*, Known for designs ranging from versatile suits to refined evening gowns. Founder and President of Midwest Fashion Week, the largest fashion week organization in the entire United States Midwest



Candice Wang, Impression Bridal

Renowned designer for her luxurious, empowering gowns that blend classic elegance with modern sophistication. Leading figure in the bridal wear design industry on a national scale. Known for designs that blend timeless glamour with contemporary flair.



SPONSORSHIP

WHY US

Sponsoring The Grid Show, a week-long event showcasing top designers in luxurious settings, offers unparalleled benefits for companies seeking substantial brand exposure and strategic product placement. With a dedicated focus on production quality and innovation, The Grid Show ensures heightened visibility among a diverse audience of fashion enthusiasts, industry insiders, and affluent consumers. Sponsorship provides direct access to these coveted demographics, leveraging the event's extensive media coverage and social media presence to amplify brand recognition and consumer engagement. Moreover, strategic product placement opportunities within the event's dynamic environment further enhance brand affinity and recall, making sponsorship with The Grid Show a strategic investment in reaching and influencing key markets effectively.



1. Target Audience Alignment: The event attracts a high-net-worth audience interested in luxury lifestyles, aligning perfectly with the demographic typically interested in luxury automobile.

2. Brand Synergy: Partnering with The Grid Show allows brands to associate their brand with luxury, style, and innovation—core values shared between high-end fashion and luxury automotive dealerships.

3. Enhanced Visibility: Sponsoring The Grid Show provides prominent exposure among a sophisticated audience, both onsite and through extensive media coverage, thereby boosting brand recognition and visibility.

4. Networking Opportunities: The event offers exclusive networking opportunities with industry leaders, influencers, and affluent consumers, facilitating potential business partnerships and client relationships.

5. Unique Marketing Platform: Unique Marketing Platform: Brands can leverage the event for unique marketing initiatives, such as showcasing high ticket services, an opportunity to present brand vision to an exclusive clientele in a personable manner, or integrating their products into the event space, enhancing brand engagement and customer experience.

Prestige

Visibility

Influence

Engagement

Innovation

SPONSORSHIP PACKAGES

A wide-angle photograph of a fashion show event. A runway is visible with several models wearing various styles of dresses. A large audience is seated in the foreground and to the sides, watching the show. The venue has a modern, high-ceilinged interior with large windows and a balcony area where more people are standing. A large screen in the background displays a colorful abstract image. The text "SPONSORSHIP PACKAGES" is overlaid in large white letters across the center of the image.

Glamour Hour
INLOVE
Candice Wang



BRONZE

\$5,000

The Bronze package presents a unique opportunity for companies and individuals seeking brand visibility at our event and with our audience.

- **Logo Placement Marketing:** Your logo will be featured across all event social media content and email campaigns, ensuring maximum exposure.
- **Exclusive Access:** Receive five VIP and five General Admission tickets, granting entry to all event activities.
- **Bottle Service at the After-Party:** Enjoy exclusive bottle service, including one bottle, with access for one day.

SILVER

\$10,000

The Silver package includes all advantages listed in the Bronze package as well as increased advantages for companies and individuals seeking more comprehensive Brand visibility and engagement with our event and audience through dual channel media coverage and brand announcements. As well as added exclusive access to attend the shows. Increased advantages include:

- **Increased Exclusive Access:** Receive an increased number of 10 VIP and 5 General Admission tickets, granting entry to all event activities.
- **Daily Brand Announcements:** Benefit from daily brand announcements throughout the entirety of the event, amplifying your presence.
- **International Media Coverage:** Gain visibility through international media coverage, including exclusive features on FSHN TV, Fashion Forward, and FF Channel.
- **30-Second Marketing Commercial Advertisement:** Highlight your brand with a professionally produced 30-second marketing ad.

GOLD

\$15,000

The Gold package includes all advantages of the Silver package as well as increased advantages and is ideal for companies or individuals seeking more comprehensive Brand visibility and engagement with our event and audience through an added physical brand presence and interpersonal engagement with attendees. With an additional increase in the following advantages:

- **Increased Exclusive Access:** Receive 15 VIP and 10 General Admission tickets, granting entry to all event activities.
- **Dedicated Marketing Booth:** A designated in person booth will be provided for your brand's promotional activities over a 3-day period.
- **Increased Marketing Commercial Advertising:** Two 30-second marketing commercials will be aired, showcasing your brand to a targeted audience.
- **Strategic Logo Placement:** Your logo will be featured on select step-and-repeat banners, enhancing brand visibility throughout the event.

PLATINUM

\$20,000

This premium Platinum package, available in limited quantities, provides sponsors with all sponsorship package advantages included in the Bronze, Gold, and Silver package tailored for brand visibility, attendee engagement, and an omnichannel marketing approach. With an additional increase in the following advantages:

- **Increased Exclusive Access:** Receive 20 VIP and 15 General Admission tickets, granting entry to all event activities.
- **Prominent Daily Brand Announcements:** Benefit from daily brand announcements by our dedicated MCs throughout the entirety of the event as well as during optimal event timeframes, amplifying your presence.
- **Increased Commercial Advertising:** Two, 5 minute marketing commercials will be aired, showcasing your brand to a targeted audience.

PAST SPONSORS THAT MOVE US

Is your brand ready to
sponsor us?



Momentum BMW



By sponsoring The Grid Show, luxury auto dealerships not only enhance their brand presence but also establish meaningful connections within a discerning audience passionate about luxury lifestyles and cutting-edge design.

PAST SPONSORS

ISLAND DRIP
& MED SPA

Atado
MEZCAL ARTESANAL
100% AGAVE



PERFECTLY SPICY
GHOST
TEQUILA



PAUL MITCHELL
the school.
CLEAR LAKE



LET THE
FASHIONS BEGIN
— CELEBRATION OF STYLE —



GEORGETTE'S
BY ROSIE ARIZPE

ALFARO
HOW FAR WILL YOU GO?



ALTIERI
★ ★
VODKA

GIANNINA AZAR

DON
• VALDI •
CIGARS



KUUCH
DESTILADOS DE HENQUÉN

Makiin
Lively
Delicious



FII
CHANNEL

HOUSTON
moxxy
HOTELS



FWO
FashionWeekOnline.

HUFMAN **Gary**
PROFESSIONAL
Photographer

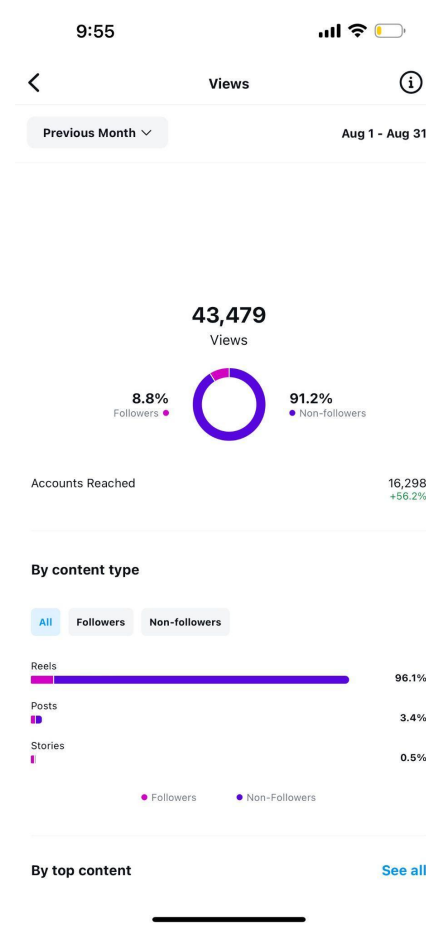
SOCIAL MEDIA



SOCIAL MEDIA

PITCH DECK 2025

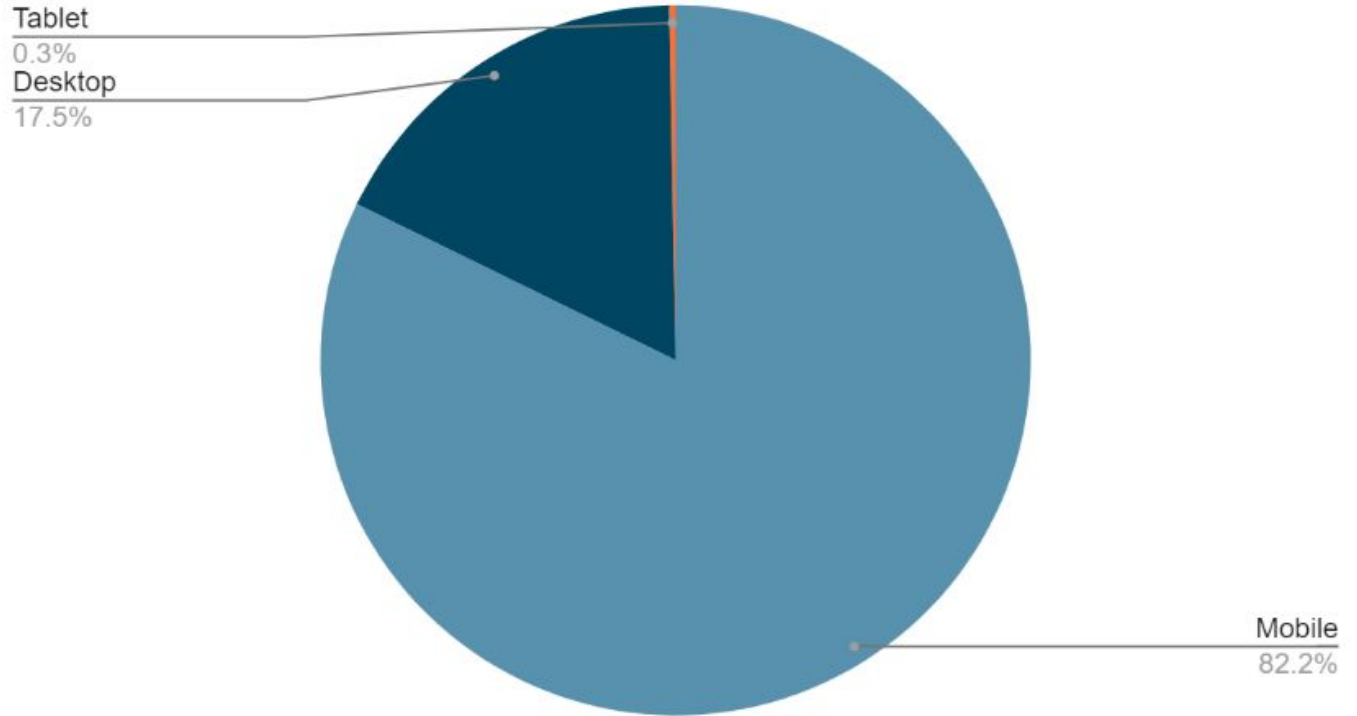
This illustrates recent data on social media awareness, specifically focusing on Instagram. As our primary platform, Instagram is leveraged to effectively target the key age demographic of 25-54. The data reflects activity spanning from August 1st to August 31st, 2024.



DATA CHART

PITCH DECK 2025

This pie chart displays the distribution of website sessions from AUG 1st - AUG 30th 2024, totaling more than **30,000 sessions**, categorized by device type. The chart highlights the percentage of sessions conducted via desktop computers, mobile devices, and tablets, offering insights into how users engage with the website across various platforms. This breakdown provides a clear understanding of user preferences and behavior.



PRODUCT

Brand Association

Aligning with The Grid Show enhances brand credibility and association with luxury, innovation, and artistic expression, positioning products favorably within the competitive luxury market.



CLIENTS

*Event Productions of **The Grid Show** facilitates valuable networking opportunities with industry professionals, influencers, and affluent consumers, fostering potential collaborations, partnerships, and customer relationships.*

01

02

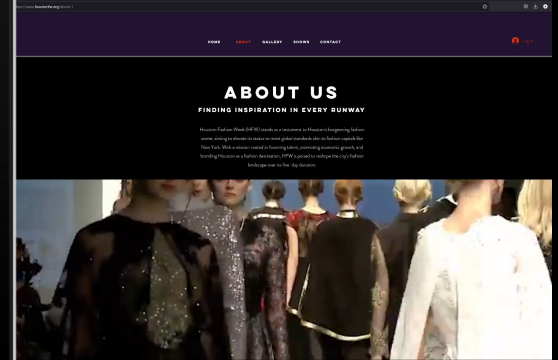
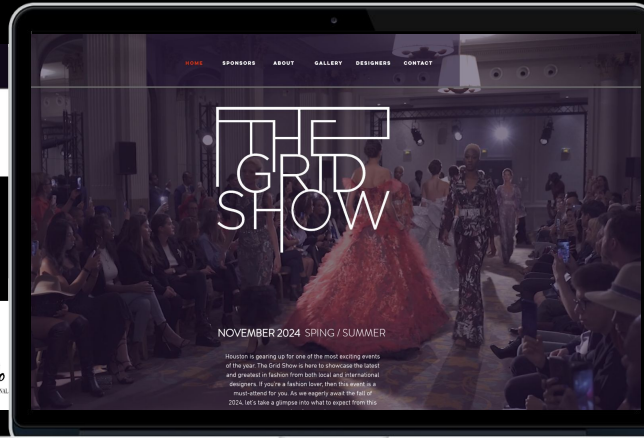
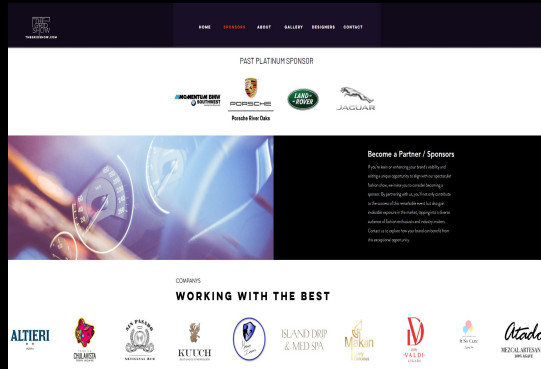
03





AUDIENCE

Our audience at The Grid Show epitomizes the essence of fashion-forward individuals with discerning tastes. Spanning across diverse walks of life and age groups, they represent influential figures and trendsetters within their communities. These movers and shakers not only appreciate luxury but actively shape cultural and social landscapes. They seek innovation and exclusivity, making The Grid Show the ideal platform for brands to showcase products that resonate with this sophisticated demographic. Whether they are industry leaders, creatives, or community influencers, our audience embodies a passion for fashion that transcends boundaries and defines contemporary style.



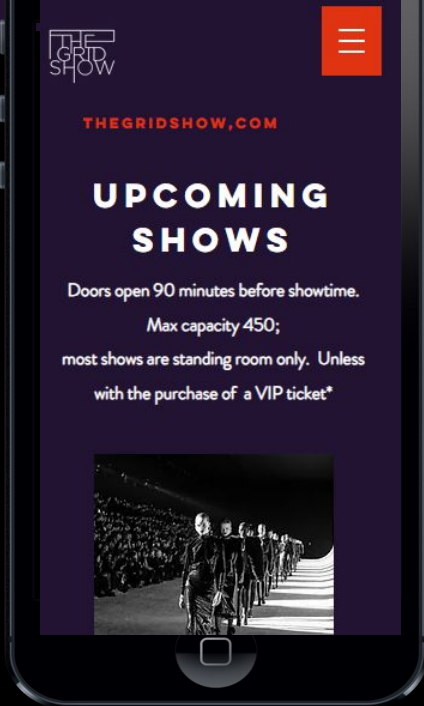
Simplified Access: Seamlessly Navigating Event Listings and Purchases

The Grid Show website features a comprehensive tickets purchasing page along with an easy to navigate user interface . Each page on our site is accessible via a simple user interface of button elements in a header navigation bar.

UNIQUE MOCKUP

“About Us:” Ease of Access to Information

A simple to navigate “About Us” page is crucial to website presentation. Our site features an informative and simplified user experience for ease of access to information about the organization and structure.



MOBILE TICKETS PAGE

The mobile ticket page for "The Grid Show" is made with responsive design in mind. Our Tickets page offers an easy to navigate mobile interface with event times and location information as well as drop down menus with pricing options and included features for each ticket.

WEBSITE INTERFACE

Whether you're on a desktop, tablet, or smartphone, our site adapts effortlessly to provide an optimal viewing and interaction experience. Enjoy fluid navigation, crisp imagery, and intuitive layouts no matter how you access our content. Explore with ease and efficiency.



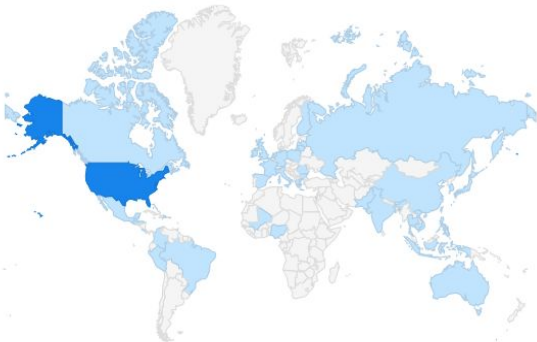
UNIQUE MOCKUP

DATA CHART

Key Insights

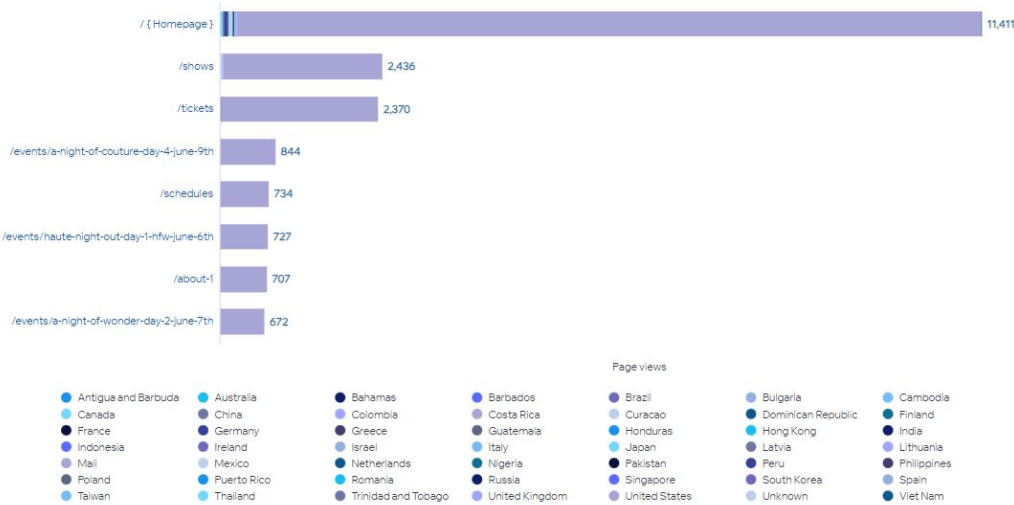
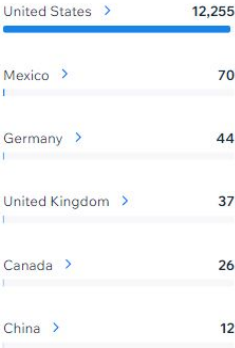
This illustrated data shows site session metrics from the past 30 days, categorized by country and device type, including desktop, mobile, and tablet. It provides a clear breakdown of user engagement across different regions and devices

Sessions by country



1 12,255

Countries



The Grid Show boasts a substantial online presence within the United States, where it is well-established and widely recognized. In addition, it maintains a notable international presence, though it is more dispersed across various regions globally. This dual-layered reach enhances its visibility and impact, both domestically and on the international stage.

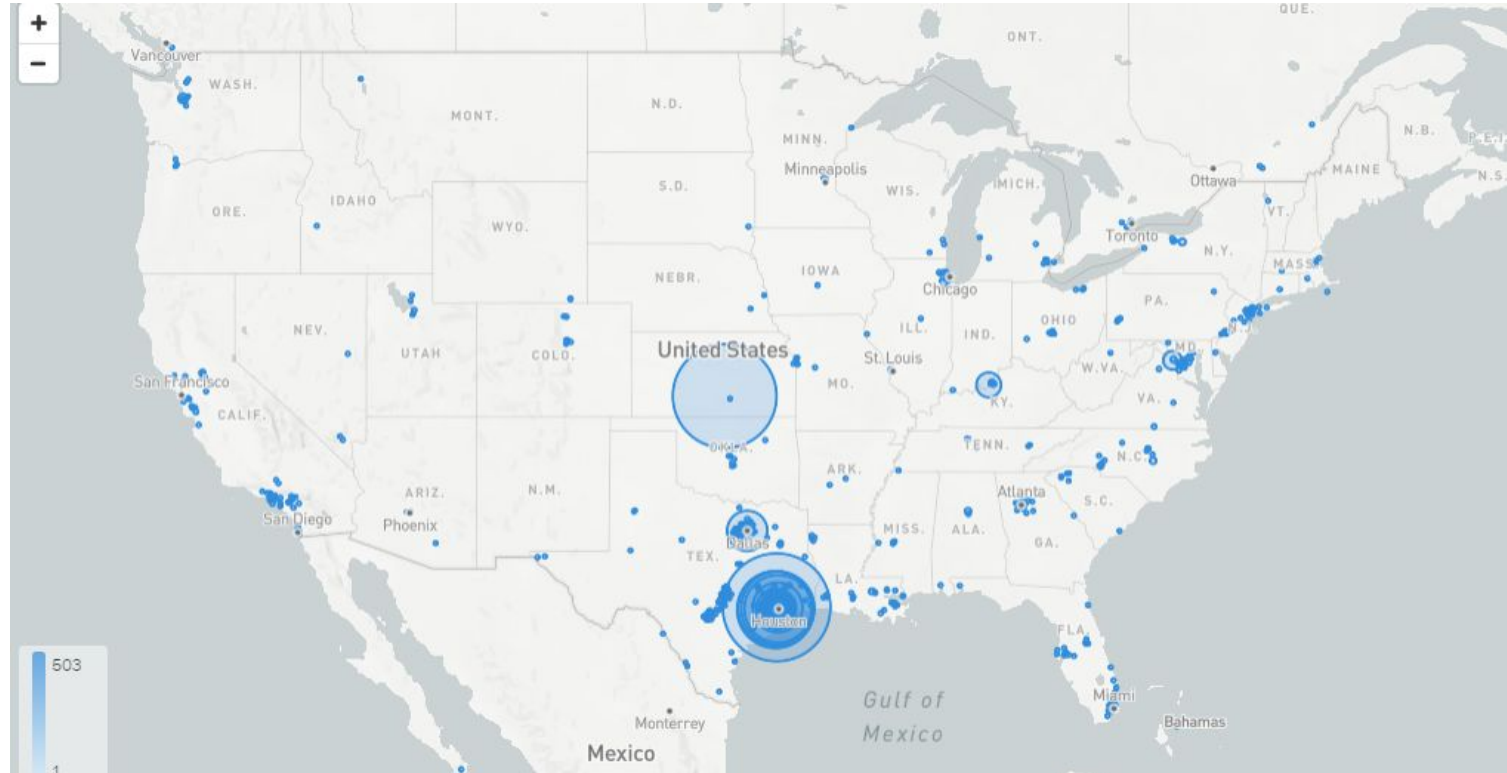
USER ENGAGEMENT

PITCH DECK 2025

Key Insights

This timeline of visual data illustrates the most recent distribution of site sessions ***within the United States over the past 30 days***. It provides a detailed overview of user engagement patterns, highlighting the effectiveness of ongoing marketing efforts.

By analyzing this timeline, we can gain insights into how our strategies are influencing user behavior across different regions and adjust our approach to maximize impact continually.



THANK YOU