

**A Mall Runway  
Modeling  
Fashion Showcase**

**featuring**

**Exclusive Runway-Modeling**

**Training Workshops**

**provided by Model's Connection of Dallas**



# **“Jump Start” Mall Traffic for the Upcoming Shopping Season**

**A Runway Modeling Fashion Showcase is...**

**A spectacular community involved promotion opened to the public and held directly at your mall complex.**

**A cost effective promotion that creates a win-win situation for all participants.**

**And BEST OF ALL...**

**Pre-event preparation arrangements with participating mall merchants, modeling training workshops for individuals who wish to participate in the event, fashion showcase rehearsals and showcase event coordination will be handled in it's entirety by Model's Connection of Dallas.**

# **A Mall Runway Modeling Fashion Showcase & Fashion Modeling Training**

- A community involved fashion showcase is a fabulous promotion which is not only a fun and exciting event to look forward to, but is ideal for helping to encourage individuals who want to improve the way they feel about themselves. For today's trying times, positive events and activities can be very instrumental in building character and boosting self-esteem.
- Gratifyingly for mall merchants, a runway modeling fashion showcase will generate mall-wide shopping of substantial proportions, just in time for the upcoming fashion season!
- A Runway Modeling Fashion Showcase offered by Model's Connection of Dallas, will be opened to the general public for all who register to participate. (No size or age category requirements). Registration may be made on line at [www.modelconnectioninfo.com](http://www.modelconnectioninfo.com) or at the mall customer service booth.

# **Model's Connection of Dallas**

**Over twenty-five years of experience!  
Experts in creating successful public event promotions with the focus on quality.**

## **Model's Connection**

Please review the value of services your mall will appreciate for this community involved fashion showcase promotion - leading up to, during, and after the production event.

### **MODEL'S CONNECTION OF DALLAS...**

- **Takes care of all event coordination**
- **Coordinates pre-event preparation arrangements with participating mall merchants**
- **Takes care of pre-registration information and details for individuals who wish to participate in the fashion showcase.**
- **Handles all coordination of gift give-away distributions with participating mall merchants and showcase sponsors.**
- **Provides a fashion runway modeling training workshop and a showcase rehearsal for all participants to help to prepare them for the event**
- **May provide your mall management office (upon request) with records to track spending generated by this unique showcase promotion.**



**Model's Connection of Dallas**

would like to take this opportunity to say

**THANK YOU**

to the

**Mall Management Office**

for the support of our efforts in helping YOU to  
“give back”

to your community through another  
wonderful mall promotion.

## The upcoming shopping season is swiftly approaching!

Model's Connection would like to request a return email reply  
of your Mall's contact information.

We would like to discuss more detailed information about this mall project with the  
person(s) in the management office responsible for arranging mall promotions.

- Mall name and physical address.
- A name of a contact person for your management office.
- An Email address of the contact person.
- A direct number or extension of the contact person.

Please...

let us know if your mall currently has a theme that you are using for the upcoming shopping  
season

and whether or not you would like to use that theme as the name title  
for the community runway fashion showcase production at your mall.

**THANK YOU!**

Model's Connection looks forward to serving your Mall Merchants, your Local  
Community and YOU,  
the Mall Management Officials,  
with another fine quality promotion.