



# JAM'oria

The Grand Runway

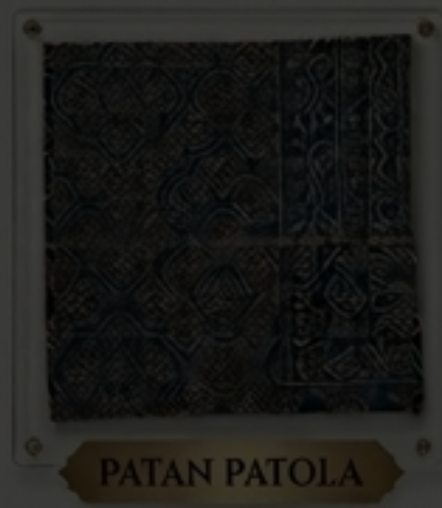
**AHMEDABAD**

Luxury Runway Experience - Gujarat To Global

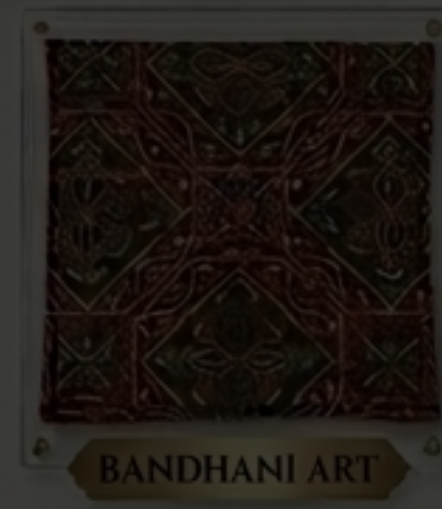
ORGANIZED BY JAM EVENTS



KUTCH MIRROR



PATAN PATOLA



BANDHANI ART



AJRAKH PRINT



THE VISION

## *Gujarat To Global*

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Gujarat's First Sovereign Fashion Runway.

A Platform That Curates, Credits, & Celebrates The Craft, From Gujarat To The World. Here, Heritage Meets Contemporary Vision Curated With Precision, & Celebrated At Scale.

CONNECTING DESIGNERS WITH:

- Fashion Influencers
- Celebrity Stylists
- Luxury Buyers
- International Media

WHY PARTICIPATE?

# Event Highlights

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## PREMIUM RUNWAY PRODUCTION

Cinematic Show Openings,  
Designer LED Visuals, &  
Precision Choreography.



## CELEBRITY PRESENCE

Showstoppers Including Shilpa  
Shetty, Mouni Roy & Urvashi  
Rautela With Top Tier  
Influencers In Attendance



## LUXURY COLLABORATION

Strategic Partnerships With  
High-End Lifestyle, Beauty  
& Heritage Brands.



## INTERNATIONAL EXPOSURE

Promotions Across New  
York, UK, & Dubai Fashion  
Networks.



## HIGH-END NETWORKING

VIP Lounges Connecting  
Designers With Buyers,  
Stylists, & Media.

SELECT YOUR STAGE

# Designer Participation Packages

## Elegance

STANDARD SHOWCASE

₹ 10 Lakhs

- Runway & Brand Visibility
- Content & Media Package
- Standard Networking Access
- Profile In Event Brochure

*Perfect For Emerging Luxury Labels*

## Prestige

PREMIUM GLOBAL EXPERIENCE

₹ 20 Lakhs

RECOMMENDED

- Premium Showstopper
- Exclusive Stall Space ( 8\*12 )
- Preferred Runway Slot & Choreography
- Exclusive VIP Networking & Trunk Show
- Advanced Media Kit & Interviews

*For Established Brands Seeking Global Reach*

# Elegance Package

₹ 10 Lakhs

## Runway & Visibility

- Designer Runway Showcase Featuring Your Collection
- 10 + 1 Model Walks Expertly Choreographed
- Professional Runway Lighting & Stage Direction

## Networking

- Access to Exclusive VIP Networking Event
- Collaboration Opportunities With Fashion & Celebrity Influencers
- Direct Networking With Luxury Buyers, Stylists And Media

## Brand Promotion

- Designer Profile In Official Event Brochure
- Logo Placement On Official Event Website
- Social Media Promotion Across Event Platforms

## Content & Media

- Professional Runway Photography Package
- Highlight Video Of Your Showcase
- Professionally Edited Social Media Clips
- Backstage Interview Feature & Press Coverage Access

# Prestige Package

MOST COMPREHENSIVE

## ★ Premium Deliverables

- Comprehensive Post-Event Media Kit Featuring Your Collection
- Professional Runway Photography (full dedicated album)
- Cinematic High-Definition Runway Video
- 10–15 Professionally Edited Social Media Reels
- Exclusive Designer Interview With Fashion Media
- Collaboration Opportunity With Celebrity Influencers
- Sponsored Influencer Content Campaign



## Premium Runway Experience

- Premium Runway Showcase (Preferred Slot)
- 14+1 Model Walks Featuring Your Collection
- Custom Runway Choreography For Your Brand



## Exclusive Opportunities

- Opportunity To be a part of Trunk Show
- Exclusive VIP Networking Opportunities
- Dedicated Backstage Branding Space



## Advanced Brand Visibility

- 100+ Hoarding Promotion (10\*10)
- Premium Podcast Episodes (3)
- Exclusive Choreography & Runway Set Direction
- Premium Collection Portfolio Shoot with Celeb Showstoppers

POTENTIAL PR EXPOSURE

# *Premium Collaboration & Networking*

Your Collection Will Gain Visibility Through Our  
Extensive Network Of Media Partners And HNI Audience



## **Influencer Collaborations**

Strategic Partnerships With Top-Tier Fashion  
Influencers & Celebrity Stylists To Amplify Your  
Brand's Digital Presence.



## **Luxury Brand Networking**

Targeted Digital Campaigns Including New York Times  
Square Displays & Social Media Take Overs Across Global  
Platforms.

# Production Excellence



## Cinematic Show Openings

### Technical Show Openings

- Luxury Runway Layout & Elevated Stage Design
- Advanced Lighting Systems & Immersive Stage Architecture
- Precision Runway Choreography For Seamless Flow
- Seamless Backstage Execution & Management



## Visual Spectacle

Designer LED Backdrops & Dramatic Spotighting.

STAR POWER

# Celebrity & Influencer Network

— STRATEGIC ALLIANCES



BOLLYWOOD STAR

## Mouni Roy

Bringing Cinematic Glamour & Massive Digital Reach To The Runway.



Global Icon

## Urvashi Rautela

International Beauty Queen & Fashion Trendsetter.



## MALAIKA ARORA

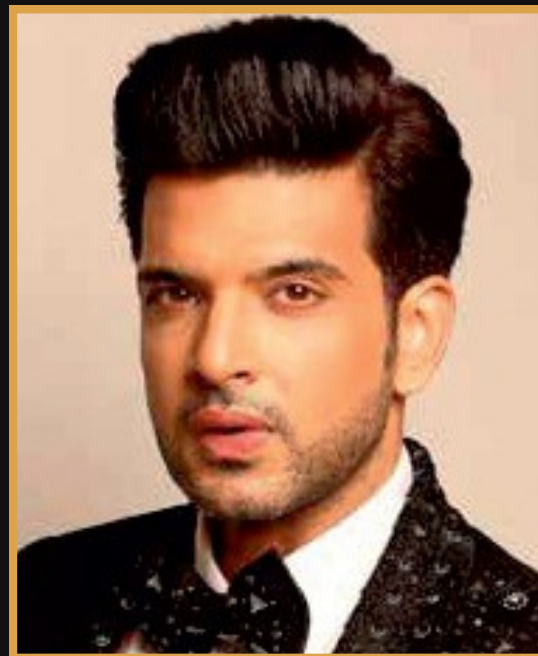
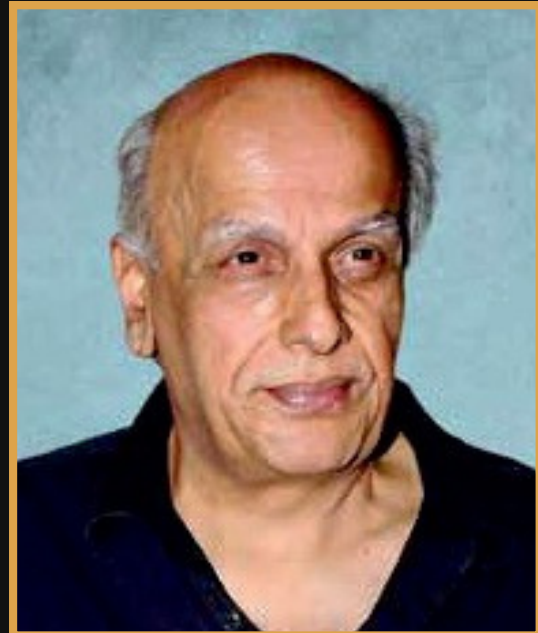


### The Network

Fashion Influencers — **50+**  
Celebrity Stylists — **20+**

Curated List Of Invitees to Amplify Digital Noise.

# Celebrity & Influencer Network



Bringing Cinematic Glamour  
& Massive Digital Reach To  
The Runway.

## The Network

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Amplify Digital Noise.



ANITA (5'9")



DEEPTI (5'10")

EDITORIAL GRADE TALENT

# *Professional Model Lineup*

**35** FEMALE MODELS

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Runway Professionals

**15** MALE MODELS

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Top Tier Talent

**12** SHOWSTOPPERS

Celebrity / Influencer

## TALENT CATEGORIES

- Senior Super Model
  - Junior Super Model
  - Top Model
  - Regular Model
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“Our Casting Ensures Diversity & Editorial Presence, Matching International Runway Standards.”



KAMALYA (5'8")



BELLA (5'9.5")



GURLEEN (5'9")



VANSHIKA (5'11.5")



SIDDHANT (6'2")



NEERAJ (6'2")



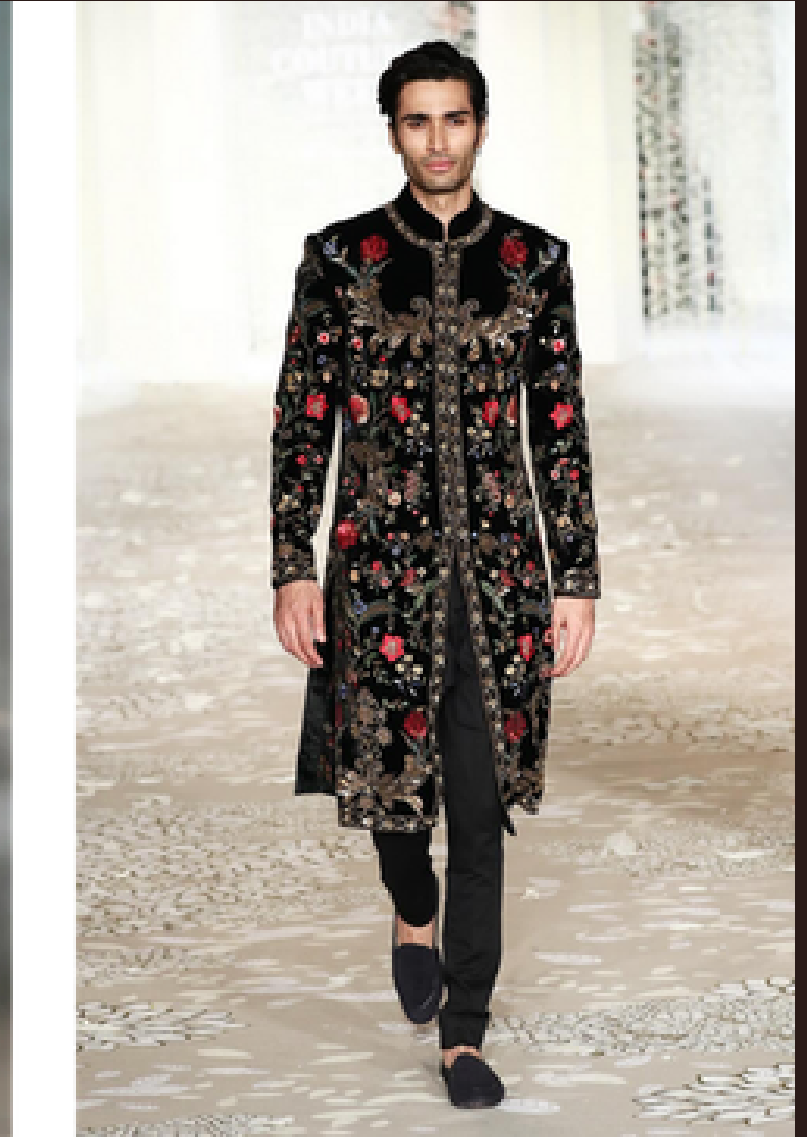
RAGHAVENDRA (6'2")



NAVEE (6'2")






VINNIE (6'3")



SHIVAM (6'2")

# Media & Promotion Coverage

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| <p> PHASE 01<br/><i>Pre - Promotions</i></p>    | <ul style="list-style-type: none"> <li>• Newspaper &amp; Magazine Coverage</li> <li>• 10+ City Hoardings</li> <li>• Influencer Promotions</li> <li>• Fashion Trunk Road Show👑</li> <li>• PAN India Promotions👑</li> <li>• Official Press Conference</li> <li>• One-Month Digital Campaign</li> </ul> |
| <p> PHASE 02<br/><i>On - Ground</i></p>       | <ul style="list-style-type: none"> <li>• Live Social Streaming</li> <li>• Media Bytes</li> <li>• OTT Telecast</li> <li>• Stall Installations👑</li> <li>• 360° Venue Branding</li> <li>• Grand Entry Arches</li> <li>• Red Carpet Coverage</li> <li>• Official Passes Branding</li> </ul>             |
| <p> PHASE 03<br/><i>Post - Promotions</i></p> | <ul style="list-style-type: none"> <li>• News &amp; Magazine Coverage</li> <li>• Official Event Film</li> <li>• PR &amp; Media Relations</li> <li>• One-Month Digital Promotion</li> <li>• Portfolio Shoot</li> <li>• Meta Advertisement Campaign Post (15 Days)👑</li> </ul>                         |

## Phase - 1



### DESIGNER ONBOARDING

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- Designer Intake & Registration
- Concept Alignment Meetings
- Lookbook Planning & Moodboards
- Initial Brand Strategy Session




## Phase - 2



### MARKETING CAMPAIGN

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- PR Go-Live & Media Bookings
- Influencer Calendar Activation
- Choreography & Tech Design
- Model Fittings & Styling 

## Phase - 3



### FASHION SHOWCASE

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- Technical Run-Through
- Full Dress Rehearsal
- Backstage Management
- Show Day Execution



# Why Partner With Us

EXPERTISE & EXECUTION

STRATEGIC ALLIANCE

## JAM EVENTS

CREATIVE & EXECUTION

Specializing In Runway Experiences That Are Global, Powerful, & Editorial. We Transform Fashion Shows Into Immersive Productions Where Every Element Tells A Cohesive Story.

 Concerts

 Events

 Media & Film

 End-to-End Creative Direction

## STARLIGHT MEDIA

HANDLING & MANAGEMENT

Official Handling & Management Partner With A Proven Track Record In Large-Scale Event Execution. Leveraging A Powerful Industry Network To Bridge Fashion With Entertainment.

Celebrity Network & Casting 

Ad Films & Music Videos 

Large-Scale Event Production 

Web Shows & Media 



INVITATION TO EXCELLENCE

# *Join The Runway*

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We Invite Visionary Designers To Be Part Of A Luxury Fashion Experience That Celebrates Creativity, Craftsmanship, & Global Style.

LIMITED SHOWCASE SLOTS AVAILABLE

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RESERVE YOUR SPOTLIGHT

JOIN OUR NETWORK OF EXCELLENCE

STRATEGIC ALLIANCES

# Our Partners & Sponsors

## TITLE SPONSOR



## GOLD PARTNERS



## PLATINUM PARTNERS



## MEDIA PARTNERS



INQUIRIES & BOOKING

# *Designer Participation & Partnerships*

NAME / BRAND *JAM Event & Entertainment*

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Toll Free *1800 410 6811*

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EMAIL *hello@jamevent.co.in*

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WEBSITE *www.jamevent.co.in*

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*hello@jamevent.co.in*




*+91 777 888 7312*

# THANK YOU

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“We Look Forward To Creating Unforgettable Fashion Experiences Together.”

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 1800 410 6811

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 [www.jamevent.co.in](http://www.jamevent.co.in)