

MIAMI FASHION WEEK®

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To whom it may concern,

I am writing to formally express our intent to seek sponsorship for Miami Fashion Week 2025, which is scheduled to take place from October 21st to 26th. This premier event promises to be a significant platform for showcasing the vibrant fashion industry, enhancing Miami Beach's reputation as a global fashion hub, and contributing to the local economy.

Miami Fashion Week is recognized as one of the most influential fashion events in the United States and attracts designers, buyers, and media from around the world. In 2024, the event drew over 20,000 attendees, including industry leaders and fashion enthusiasts. This year, we anticipate even greater participation, with plans to feature designers from diverse backgrounds, highlighting the rich cultural tapestry of our community.

Fashion is not only an art form but also a key industry that significantly contributes to the local economy. By sponsoring Miami Fashion Week, the Miami Beach City Commission can play a vital role in promoting local businesses, attracting tourism, and supporting the creative economy. The event

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provides a unique opportunity for local designers and retailers to showcase their talent, ultimately fostering economic growth and job creation within the community.

We believe that a partnership with the Miami Beach City Commission would not only elevate the event but also align with the city's commitment to promoting arts, culture, and economic development.

Thank you for considering our request. We look forward to the opportunity to collaborate with the Miami Beach City and create a memorable event.

Sincerely,

Lourdes Fernandez-Velasco
Executive Managing Director
The Fashion Shows LLC / Miami Fashion Week