



# CONCEPTUAL EVENT SOCIETY

CES PRESENTS

Specifically crafted as a high-profile opportunity for  
Canadian designers to showcase their talent to the world.

KING EDWARD HOTEL  
6PM | OCTOBER 18TH, 2018



## C E S   P R E S E N T S

This presentation is a premier fashion event created to celebrate and promote the Canadian fashion industry and support an important cause.

Founded by Conceptual Event Society, a leading Canadian PR firm, CES Presents takes a new approach to staging fashion events. It's specifically crafted as a high-profile opportunity for Canadian designers to showcase their talent to the world.

## An Opportunity for Designers

Fashion designers take part in CES Presents without the financial burden of \$20,000 runway fees that are common to other fashion events. More importantly, CES Presents gives designers the opportunity to sell their pieces to invitation-only guests during the event through an exclusive pop-up.

## Shop Collections with the Designers

Guests also have time to shop their favorite fashions with the designers themselves following CES Presents. Most importantly, proceeds from sales go to a philanthropic organization, which is to be announced.





A black and white photograph of a red carpet event. In the foreground, a shiny metal stanchion with a spherical top is connected by a dark rope to another stanchion further back. The carpet is dark and reflective. In the background, several people are walking, and there are bright, out-of-focus lights, possibly from cameras or stage lighting.

## By Invitation Only

CES Presents, features celebrity appearances, fashion influencers and top-tier media coverage.

A black and white photograph of a woman with a large, curly afro hairstyle. She is wearing a sleeveless, floor-length white dress with intricate floral lace detailing on the bodice. She is looking slightly to her right with a soft expression. The background is plain white.

## Where Runway Fashion and Live Music Collide

A black and white photograph of a woman with long, dark hair. She is wearing a dark, possibly black, dress. She is looking upwards and to her left with a slight smile. The background is dark and textured.

Runway shows feature live music performed by Canadian award-winning and nominated artists.





## One Event – Many Opportunities

CES Presents is committed to presenting the most sought after and exclusive show on the fashion calendar with the promise to bring awareness and economic support for our featured charity and three talented, buzz-worthy designers.

This is your brand's opportunity to enjoy exposure to millions of Canadians during the event and through ongoing post-event media releases to every media outlet in the country.

## Sponsorship Opportunities

Sponsorships begin at \$10,000 but can be customized, should you wish to contribute more. There are unlimited options and we will work with you to customize your package.

### For your \$10,000 sponsorship, you get:

- Category exclusivity  
(meaning no conflict of interest with other sponsors)
- Verbal recognition throughout the evening
- Preferred seating for 5 representatives from the sponsor
- Speaking opportunity, during event, if desired
- Logo inclusion on event's step and repeat  
(photos taken by George Pimentel)
- Logo and sponsorship recognition on all marketing materials
- Inclusion in all digital and print media
- Sponsorship recognition on digital screens throughout the evening
- Inclusion on website and IG social media page (over 90k followers between @CEventSociety and @TuxedoSergio)



## FOUNDER — Jessica Panetta

Jessica Panetta is the Founder and Head Director of Conceptual Event Society.

Conceptual Event Society is your first step in hosting a must-attend corporate event for your target markets and key media members. It connects them to your brand and gets them to share its message.

From initial consultation to final reporting and event analysis, Conceptual Event Society uses detail-oriented creativity to make every event a success.

FOUNDER





# COLLABORATORS

Conceptual Event Society | Sergio El-Azzi



## COLLABORATOR — Conceptual Event Society

Conceptual Event Society conceives, develops and executes events across Toronto and all of Canada. Events that appeal to the media's senses, their desire for excitement and their need for fresh experiences – and that motivates them to promote your brand.

Every story needs an appealing angle and an engaging story-teller. Conceptual Event Society develops creative story lines, crafts original copy and distributes it to an extensive and active media network.

COLLABORATOR

CONCEPTUAL EVENT SOCIETY



## COLLABORATOR — Sergio El-Azzi

Sergio El-Azzi is a luxury lifestyle and fashion influencer. His award-winning digital platform [www.tuxedosergio.com](http://www.tuxedosergio.com) has gained international recognition, for his multi-faceted coverage of luxury brands, red carpets and events across the globe. TuxedoSergio has been featured on internationally renowned platforms and has worked with acclaimed design houses such as Versace, Roberto Cavalli, Zac Posen, Naeem Khan & Giorgio Armani.

# COLLABORATORS





# DESIGNERS

Ivana Walker | Mikael Derderian | UNTTLD | Lesley Hampton

## DESIGNER — Ivana Walker

Goldsmith and Canadian Designer, Ivana Walker, is the creator of the company Anavi Designs.

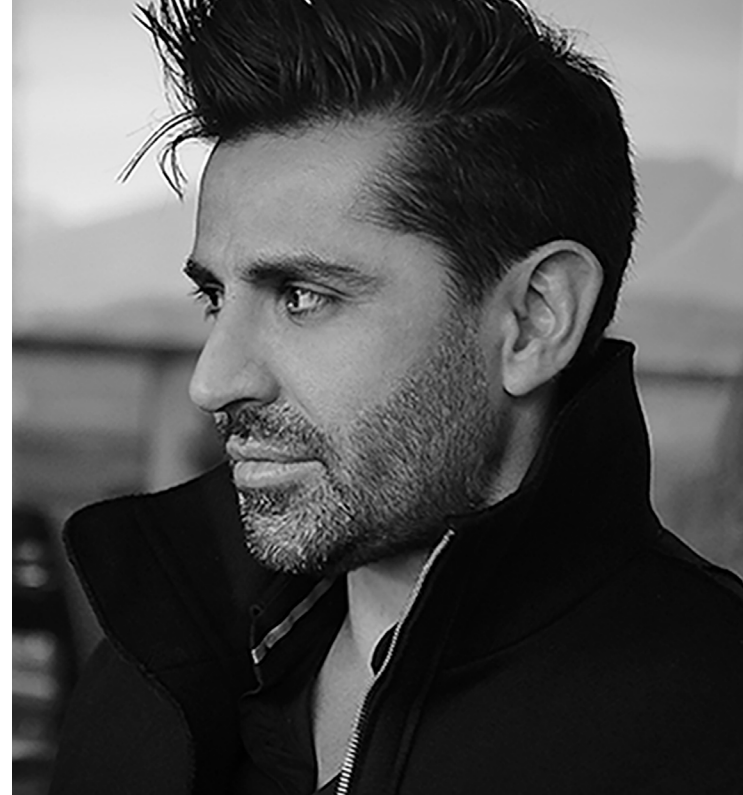
Anavi Designs was inspired by a love of producing elegant, customized and one of a kind pieces, with a goal to provide each person a look that allows them to express their individuality. In 2014, after 26 years of experience as a Master Jewelry Designer and Goldsmith, Ivana transferred her creativity to handbags, incorporating the same mentality. After all, a handbag should have the same uniqueness and quality as a fine piece of jewelry. Ivana realized that joy and satisfaction came from creating handmade pieces that clients can tailor to their own needs and desires.



## DESIGNER — Mikael Derderian

A natural talent at a young age, Mikael Derderian was surrounded by creativity and design. Far advanced beyond his years, when he wasn't studying within the boundaries of school, he found himself exploring his skills within his parents' workshop. The son of a Canadian-Armenian father and Lebanese mother, who worked together designing as well as manufacturing children's clothing, the blood line of fashion ran thick within the eager young designer. Taking solitude within the sanctuary of his parent's workshop, Mikael Derderian felt very much at home. His imagination sprang to life from tracing patterns, cutting and manipulating fabrics, or even the very first skirt he designed and brought to life.

Mikael Derderian draws his inspiration from a wide variety of sources; from architecture, an exhibition, a work of art or even an auction for antique lace, the possibilities are endless. He also masters the design process to perfection, every step of the way. It is this expertise and know-how, from workshop to runway that set him apart from all others.



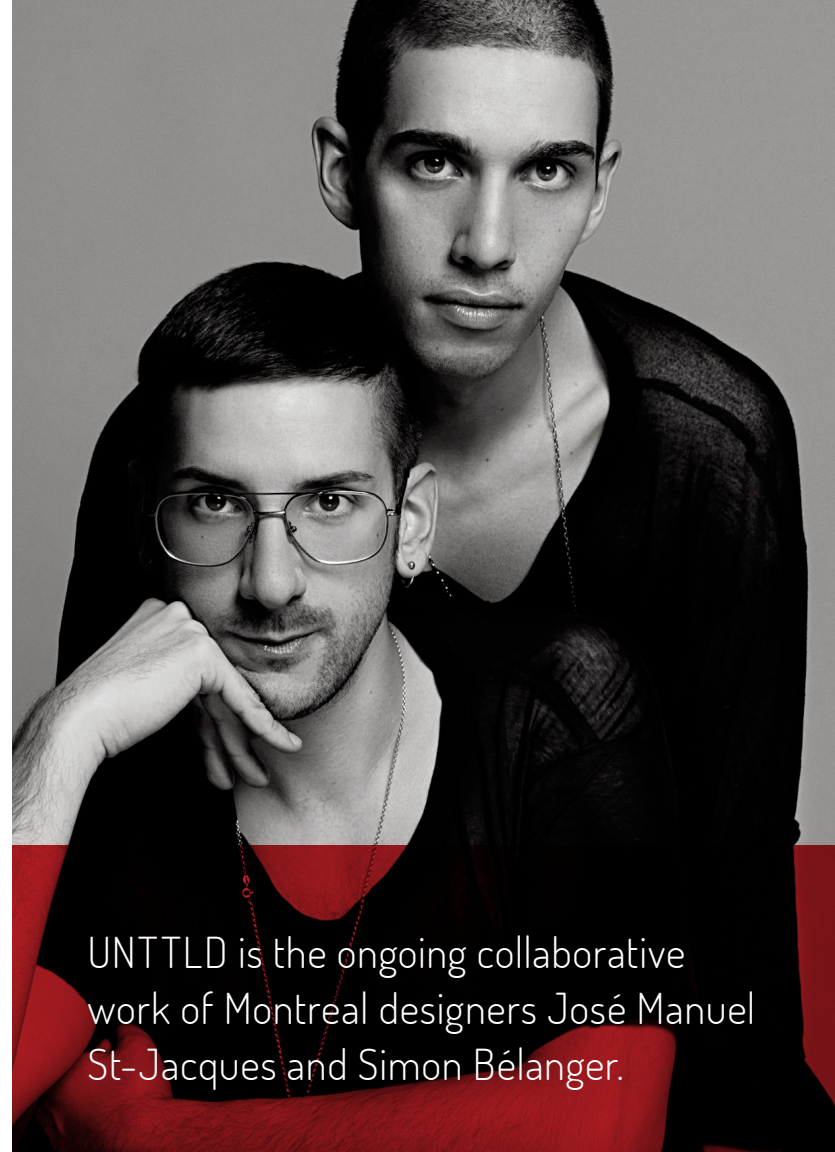
DESIGNERS



## DESIGNER — UNTTLD

UNTTLD (untitled) is a high-end women's clothing line that reflects a sense of power and drama where the historic, the exotic and the futuristic come together to create timeless elegant pieces. UNTTLD supports high-end fashion manufacturing in Canada by producing 100% of their products in their own atelier which is situated in the Arsenal Contemporary Art gallery of Montreal. The line is distributed in all the Maison Simons and specialty boutiques across Canada.

Founded in 2011, UNTTLD has won several industry prizes recognizing the designer's excellence: the Swarovski Canadian Arts and Fashion Award (CAFA) for best emerging talent, Mercedes-Benz Start-Up contest and the Star Wars fashion Prize. UNTTLD has been nominated for designer of the year for 2017 at the next CAFAs which will be held in April 2018.



UNTTLD is the ongoing collaborative work of Montreal designers José Manuel St-Jacques and Simon Bélanger.



## DESIGNER — Lesley Hampton

Lesley Hampton is a Canadian First Nations designer, founder, and creative director of her namesake label. She received her Honours Bachelor of Arts Degree from the University of Toronto and Sheridan College, with a specialty in Art and Art History, and her Ontario College Diploma in Fashion Techniques and Design with Honours from George Brown College. Lesley combines her studio and art history educational background with her evergrowing technical skills to develop progressive and inspirational collections, which have been worn by the likes of Cheryl Hickey, Martina Sorbara, and Penny Oleksiak. Her brand strives to be diverse both in design and on the runway, using women of all shapes, sizes and backgrounds to represent her label. She was also recognized by the Canadian Arts and Fashion Awards with her nomination for the 2018 Simons Fashion Design Student Award.

A person with long hair, seen from behind, stands on a stage. The scene is bathed in a deep red light, with several bright, out-of-focus red spotlights visible in the upper portion of the frame. The person's hair is slightly tousled, and they appear to be wearing a dark, possibly long-sleeved garment.

# PERFORMERS

Ana Golja | Ammoye



## ARTIST — Ana Golja

Ana Golja was drawn to the arts since she was a child. Born in Canada to Albanian parents, who left the then-communist country in 1991, she started dancing at age 5, acting at age 9, and singing and playing guitar at 10. At 12, she took up piano and enrolled at the Royal Conservatory.

She began her TV acting career in 2005, by 2010 she had her first major role as part of the main cast of a sitcom. She then participated in small projects before landing the role of Zoë Rivas in the Canadian teen drama *Degrassi: The Next Generation* in 2013, and *Degrassi: Next Class* in 2015. In 2015, Ana played Ariana Berlin in the TV movie *Full Out: The Ariana Berlin Movie*, a role which earned her a nomination for the Canadian Screen Awards. [\(continued on next page\)](#)

PERFORMERS



In 2017 she shot the film Love on Ice where she plays the role of Nikki Lee as well as Crazy For the Boys where she plays the part of London. In 2018 she produced a feature about music called The Cuban in which she is also co-starring alongside Oscar winner Louis Gossett Jr.

She released her debut EP Epilogue at the end of 2017 in a series of two song chapters accompanied by five live video performances. The full EP, Epilogue: Complete Collection came out February 16th and featured all previously released songs, recordings of live performances, as well as a brand new track “We’ve Got to Be”, a soulful and empowering track about being unstoppable regardless of the circumstances that surround you.

Ana continues to work new music and longs “...to be on stage and feel that rush and exhilarating feeling and connect with fans.”

PERFORMERS



## ARTIST — Ammoye

Rooted in the Reggae music of her native Jamaica, Ammoye effortlessly glides from Reggae and Dancehall to Gospel, Soul and R&B with breathtaking ease and presence.

This now multi-award-winning artist started out her career while living with her grandparents in Clarendon, Jamaica, finding solace from life's trials and tribulations by singing in her local church choir. After choir practice, she would regale the neighborhood with her latest songs and poems from the top of the mango tree in her backyard.

In her late teens, reuniting with her mother brought her to Toronto, Canada. She quickly established herself in the community by forming the Sisters in Christ church group and the Voices of the Underground Artist movement, leading to further involvement and collaborations in Toronto's vibrant music scene.

Over the past several years, Ammoye has been consistently performing at high-profile events and festivals around the world, including the 150,000 attendee EXIT festival in Serbia.

PERFORMERS



Contact Jessica Panetta for all  
Sponsorship Details, Questions or Inquiries

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THANK YOU

We hope that you can be a part of this amazing night.

CONCEPTUAL EVENT SOCIETY

[conceptualeventsociety.com](http://conceptualeventsociety.com)