



Sustainable Fashion Show Fundraiser for Fashion Revolution

Event Planned by Riley Harris

June 24, 2026

Who is Fashion Revolution?

Fashion Revolution is a global non-profit that was created in response to the Rana Plaza disaster in 2013. They are the world's largest fashion activism movement, aiming to radically shift the fashion industry through cultural, industry, and policy change. Through their work, they hope to hold clothing companies accountable for their impact while empowering workers and creating safer, more equitable working conditions. They envision "a global fashion industry that conserves and restores the environment and values people over growth and profit." (<https://www.fashionrevolution.org/about/>)

Rationale

The proposed event is a sustainability focused fashion show hosted at Cameron Art Museum in Wilmington, NC on April 24, 2027. This date is the Saturday after Earth Day and the anniversary of the Rana Plaza disaster and coincides with Fashion Revolution Week. The timing means there will already be buzz about Fashion Revolution and conversations around sustainability going on. Additionally, Wilmington has a thriving arts community that encourages support of local businesses and philanthropic efforts. Since the town is located on the coast, sustainability and environmental impact is a big concern for many residents. An event that appeals to the creative community while promoting sustainability and contributing to a non-profit will be of interest to many people in Wilmington and potentially even the surrounding areas like Leland or Jacksonville.

Target Audience

Residents in the Wilmington and surrounding areas with an interest in the arts and fashion as well as sustainability and environmental issues. This event is intended to feel more upscale and appeal to those who want to enjoy an evening of fashion while supporting a good cause.

Objectives

The goal of the event is to bring the community of Wilmington and surrounding areas together to start having conversations about sustainability and where our clothes come from, while being introduced to local designers and businesses who are focusing on that goal.

- Raise money for Fashion Revolution

- Increase awareness of sustainability issues within the fashion industry
- Encourage reuse and repurposing
- Show the benefit of sourcing from sustainable businesses

The Event

Venue



- The Cameron Art Museum
3201 S 17th St
Wilmington, NC 28412
- Café, Courtyard, Conference Room, and Gallery
- 3p-4p VIP Cocktail Party, 4p-5p Fashion Show, 5p-6p Gallery Viewing

CAM CAFÉ: The Café, separated from the Courtyard by a wall of glass, is the perfect space for food/beverage events. This space is 1,287 square feet and includes a diamond-shaped bar with intimate seating for smaller functions.

Capacity: 50 ppl

COURTYARD: This area serves for tea parties, business luncheons, wedding ceremonies or any event where an outdoor space is desirable. The Courtyard is beautiful at night with the addition of unique lighting for drama and ambiance.

Capacity: 150 ppl Theatre Style - 120 ppl Cocktail Reception with Highboys – 104 ppl 13 Rounds of 8

CONFERENCE ROOM: Located on the 2nd floor of the administrative wing, the Conference Room provides an ideal space for business meetings or small parties. In the case of weddings, this space may also be divided into two private dressing rooms. The Conference Room has a portable screen for audiovisual needs as well as an adaptable thirty-five-foot table that may be split into five sections.

Capacity: 30 ppl

Included with Facility Rental: Set Up - **Up to:** (1) Podium); (1) Microphone; (100) Chairs; (17) 5ft Rounds; (5) 4ft Rounds; (11) 8ft Rectangle Tables; (6) 6ft Rectangle Tables; (2) 4x4 Tables; (100) Clear Glass Plates and Water Goblets, Disposable Utensils, Drinking Cups and Napkins. **Client is responsible for** providing linens, tent and dance floor, as well as flatware if event exceeds 100 people (unless sustainable flatware is acceptable).

Description

The fashion show is focused on sustainable looks that utilize eco-friendly materials and sustainable methods. The show will have space for five North Carolina fashion designers to display four of their designs. 70 general admission tickets will be available. There will be a VIP Cocktail Party prior to the show with only 30 tickets available. Ticket price for everyone will include entry into the CAM gallery after the show.

Set Up

- Vendors needed:
 - DJ (sound and lighting) – hire
 - Makeup artists and hair stylists – volunteers from CFCC cosmetology program
 - Photographer – hire
- Volunteers and models will be found in the local community – advertised on social media and by word of mouth
- Photographer will arrive with volunteers to get photos of event from start to finish
- 25 volunteers will arrive at 2p to begin setting up for the event. Volunteers will be responsible for setting up and taking down the chairs and coordinating behind the scenes.
 - 2p-2:30p set up the conference room for the models and designers
 - 5 designers, 20 models (with clean face and unstyled hair), 5 makeup artists, and 5 hair stylists should arrive no later than 2:30p ready to get started.
 - 2:30p models begin prepping for show and are ready no later than 3:30p
 - 2:30p-3p set up café for cocktail party.
 - 3p-3:45p set up the chairs in the courtyard along the runway, ensure lighting and audio are set up properly
 - 3:30p DJ will arrive to begin setup.
 - Chairs will be set up in a T to create the runway shape where models will walk
 - 3:45p-4p clear out conference room
- Depending on ticket pre-sales, any remaining available tickets will be available for sale from 3p-4p.

Event Schedule

- 2p-4p set up for event
- 3p-4p VIP Cocktail Party
 - Hors d'oeuvres and alcoholic beverages will be served in the café.
- 3:45p doors open for VIP guests to choose seats
- 4p doors open to all guests for show
 - Guests will make their way to their seats
- 4:15p fashion show begins

- 4:15p-4:20p Introduction to show delivered by Event Organizer
 - Introducing crowd to Fashion Revolution and their work
- 4:20p [Designer 1] introduced
 - 4:21p [Look 1] / Model 1 walks
 - 4:22p [Look 2] / Model 2 walks
 - 4:23p [Look 3] / Model 3 walks
 - 4:24p [Look 4] / Model 4 walks
 - Off runway by 4:25p
- 4:25p [Designer 2] introduced
 - 4:26p [Look 1] / Model 5 walks
 - 4:27p [Look 2] / Model 6 walks
 - 4:28p [Look 3] / Model 7 walks
 - 4:29p [Look 4] / Model 8 walks
 - Off runway by 4:30p
- 4:30p [Designer 3] introduced
 - 4:31p [Look 1] / Model 9 walks
 - 4:32p [Look 2] / Model 10 walks
 - 4:33p [Look 3] / Model 11 walks
 - 4:34p [Look 4] / Model 12 walks
 - Off runway by 4:35p
- 4:35p [Designer 4] introduced
 - 4:36p [Look 1] / Model 13 walks
 - 4:37p [Look 2] / Model 14 walks
 - 4:38p [Look 3] / Model 15 walks
 - 4:39p [Look 4] / Model 16 walks
 - Off runway by 4:40p
- 4:40p [Designer 5] introduced
 - 4:41p [Look 1] / Model 17 walks
 - 4:42p [Look 2] / Model 18 walks
 - 4:43p [Look 3] / Model 19 walks
 - 4:44p [Look 4] / Model 20 walks
 - Off runway by 4:45p
- 4:45p-4:50p Closing of show
- 4:50p-5:00p Brief meet and greet with designers and models
- 5p-6p Gallery viewing
 - Opportunity for designers and models to mingle with guests
- Event ends at 6p
- 6p-7p clean up and take down chairs

Proposed Budget

Venue	
Café/Courtyard – all day	\$3500
Conference Room (\$150/hr.) for 2 hrs.	\$300
Gallery Admission (\$5/person) For all volunteers and guests (161)	\$805
DJ (\$125/hr.) for 2 hrs.	\$250
Photographer (\$150/hr.) for 4 hrs.	\$600
Catering VIP Cocktail Party	
Premium Bar Package (\$30/person)	\$900
Passed Hors D'oeuvres (\$25/person)	\$750
Advertising (social media)	\$200
Decorations (banners, balloons, etc.)	\$295
Total	\$7600

Funding

Tickets will be available months in advance to show interest and help fund the event. The VIP event will be limited to 30 tickets to increased demand and interest. Designer entry fees will help pay for advertising of the event. Sponsorships will be available for local businesses to donate to help support the event and have their name included in the pamphlets and advertising.

Ticket Pricing

- General Admission tickets \$75
- VIP tickets \$180
- Designer entry fee \$100
- Sponsorship \$1000 minimum

70 General Admission tickets	\$5250
30 VIP tickets	\$5400
5 Designers	\$500
Sponsorships	\$1000+
Total	\$12,150+

This will mean there will be at least \$4550 to donate to Fashion Revolution after the event. With more sponsorships, that number could be higher.

Visualization Scenario

Cameron Art Museum is fully wheelchair accessible and has public restrooms on site. There is ample parking and they are well-equipped to hold events of this size or larger. Most items like cutlery, tables, and seating are included with the venue rental.

- What if a model walks down at the wrong time/in the incorrect order?
 - Continue with the walk and correct the timing/order with the next model up.
- What if someone gets injured?
 - Cameron Art Museum will have staff available that will have access to a first aid kit. Otherwise, volunteers and staff will be on site to coordinate appropriate emergency protocols.
- What if it rains?
 - In the event of inclement weather, the event will be rescheduled or moved indoors if able. CAM has indoor space available, but they may require additional funds for access.

Event Evaluation Plan

A QR Code will be provided for people to give feedback after the event.

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
I enjoyed the Sustainable Fashion Show.					
I discovered new designers I want to support.					
This event provided value to me.					
I will think more about sustainability in my daily life.					
I would attend this event again next year.					

Additional comments or concerns:

