



THEESIS

Presented by Sleek Events Agency



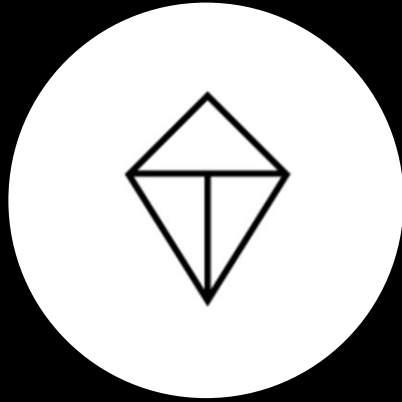
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*“Give a girl the right pair of shoes, and she can
conquer the world.”*

- Marilyn Monroe

A black and white photograph of a woman with long dark hair, shown in profile, kissing the toe of a high-heeled shoe. The shoe is a strappy, open-toe design with a high stiletto heel and a small tassel hanging from the side. The woman's face is close to the shoe, and her lips are pressed against the toe. The background is a plain, light color. The entire image is framed by a thin white border.

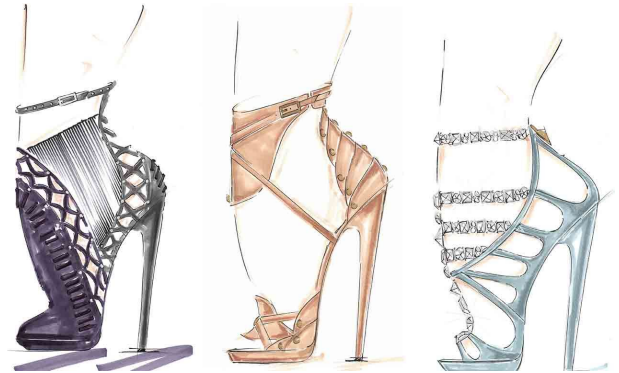
Who is Thesis Couture?

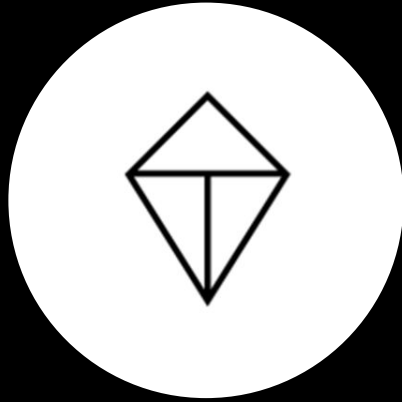


Client Overview

Thesis Couture

- Founded in 2013 by Dolly Singh
- Luxury shoe brand
- For the “modern woman”
- LIFT technology
- Ranging from \$650 to \$950 per pair
- Competitors: Louboutin, Prada, Saint Laurent





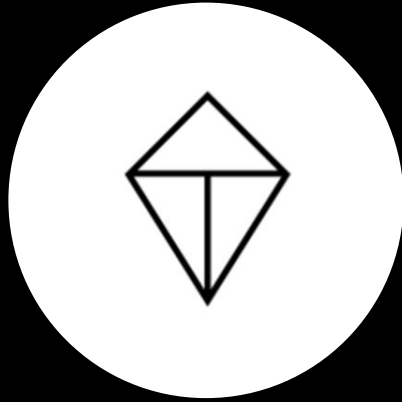
Target Audience

The Modern Business Woman

Women in the Workplace

- ▣ Women ages 25-40
- ▣ Business professionals
- ▣ Work in or around New York City
- ▣ Wealthy or growing wealthy
- ▣ Motivated by prevailing taste in clothing and shoes
- ▣ Comfort is a secondary goal or added bonus
- ▣ Minority in business industry



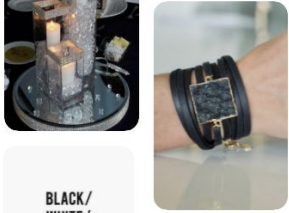
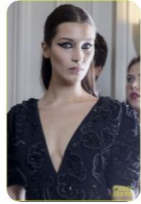


Event Strategy

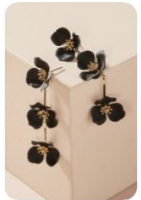
Event Goals

- Overall Goal
 - Give the individuals attending Thesis Night the opportunity to feel as luxurious as a runway model
- Looking to showcase Thesis Couture high heels, while also giving business professionals the chance to feel confident in their own skin
- Measurable Objectives
 - Have 500 people show up to the Thesis Night
 - Increase foot traffic to Thesis Couture's website by 5%
 - Increase Thesis Couture's sales by 3%

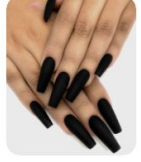
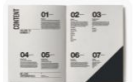
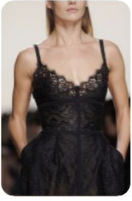
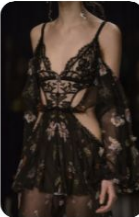
Moodboard



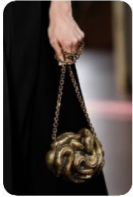
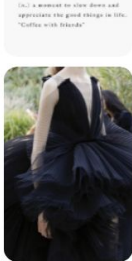
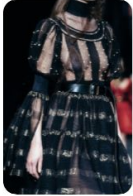
Minimal is chic



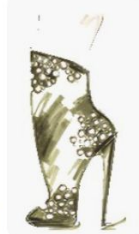
BLACK/
WHITE/
GREY/
NUDE/
//// REPEAT



fi ka
(fo-ka) • Swedish
(fo-ka) • means to slow down and appreciate the good things in life. "Coffee with friends"



GRL
PWR

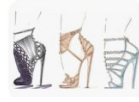


DEBASER

CORIANDER

ITALIAN
CITRUS

ROSE
ATLANTIC

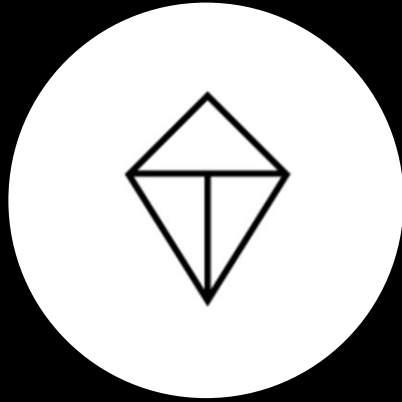


BLACK IS EVERYTHING

BLACK IS EVERYTHING



SIMPLICITY IS
AN ACQUIRED TASTE.
HANDING INSTINCTIVELY
COMPLICATES LIFE.
K.F. GEROLDO



Event Details

Thesis Night

February 16, 2021

7pm -10pm

330 W 40th St

New York, NY 10018

The Sky Room



Schedule

- 7:00 PM: Guests Start to Arrive: Guests are welcome to go into main room to enjoy cocktails and hors d'oeuvre
- 7:30: Barbara Corcoran
- 7:45: Jean Chatzky
- 8:00 PM: Dolly Singh
- 8:15 PM: Ancillary Event: Lipsticks, nail polishes, and perfume will be created
- 9:00 PM: Styling Hour: Individuals who purchase a pair of Thesis Couture heels
- 9:30 PM: Runway starts
- 10:00 PM: Guests start to exit

Food & Beverage



Speakers



Barbara Corcoran



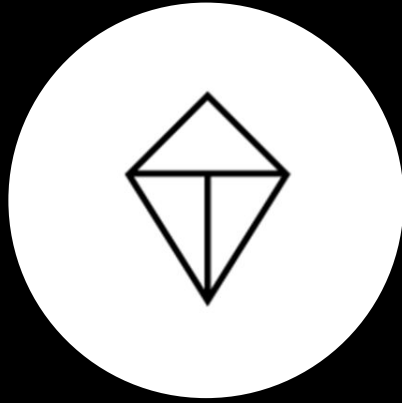
Jean Chatzky



Dolly Singh

Invite Only

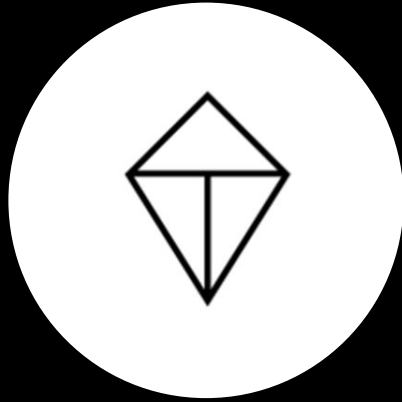
- ▣ Invitations sent out 3 months prior to Thesis Night
- ▣ Invitees
 - IBM
 - JPMorgan Chase
 - BECCA Cosmetics
 - Columbia University
 - Advance Publications
 - Tiffany & Co



Partnership

BITE

- ▣ Bite Beauty
 - Make-your-own lab
 - Customized lipstick, nail polish, and/or perfume
 - Packaging will include Thesis Couture logo and name of event: Thesis Night
- ▣ Increase in brand awareness



Logistics

Staffing

- Combination of Thesis Couture employees, Bite Beauty employees, and Sky Room employees
- Positions
 - 5 Event Coordinators
 - Security Team
 - Sky Room: bartending, serving, setting up, and taking down the event
 - Bite Beauty: Runs ancillary events
 - Stylist team
 - Check-in/Welcoming team

Risk Management

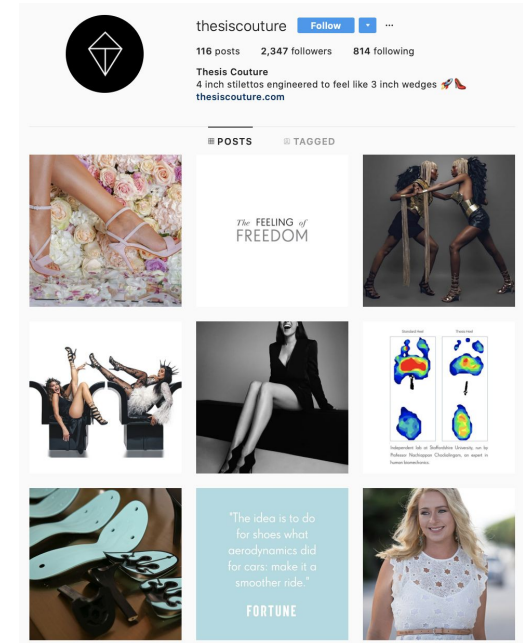
- ▣ Security checks
- ▣ Mandatory safety training with the building staff for events staff
 - Training on what to do in the event of many emergencies
 - Including but not limited to fires, evacuation, and health emergencies

Beyond Physical Location & Time

- ▣ Individuals will wear their Thesis Couture shoes to their offices
- ▣ Thesis Couture will gain ample exposure as a brand for comfort and style in the workplace
- ▣ Social media exposure

Social Media

- ▣ Posts from companies who attended Thesis Night
- ▣ Instagram stories
 - #ThesisStatement
 - @thesiscouture
- ▣ 12-month test run
- ▣ Measurement and results to follow



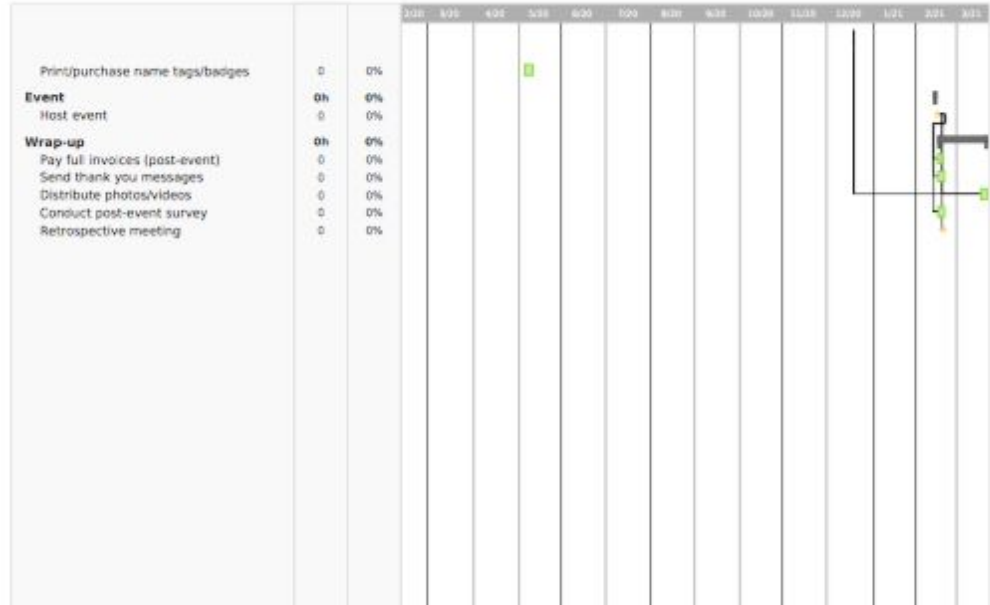
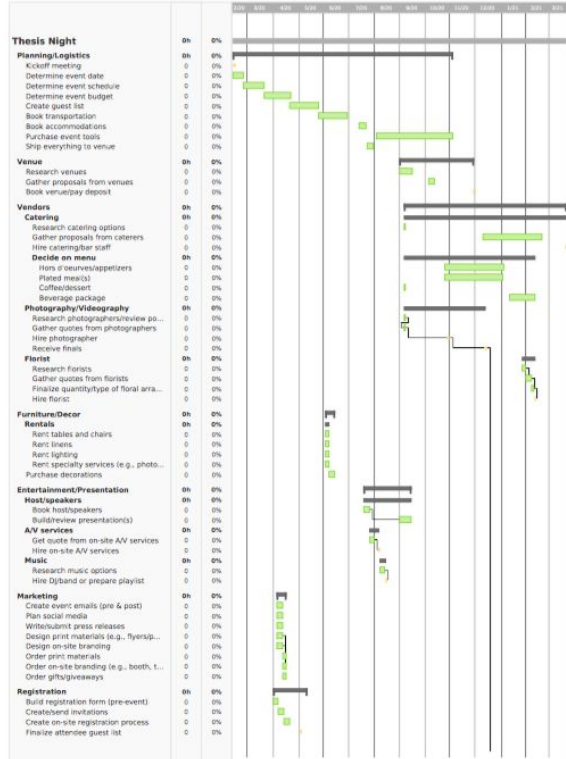
#ThesisStatement
@thesiscouture



Budget

<i>Thesis Night Budget</i>			
	450	500	550
Expenses			
Space Rental (Including Food & Beverage)	\$ 12,000.00	\$ 14,500.00	\$ 17,000.00
Sponsorship	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
DJ	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
AV/Tech Eqptment Rental	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00
Staff	\$ 2,250.00	\$ 2,500.00	\$ 3,000.00
Security	\$ 3,700.00	\$ 4,000.00	\$ 4,300.00
Insurance Fees	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Marketing	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Décor	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
Total Expenses	\$ 55,950.00	\$ 59,000.00	\$ 62,300.00

Timeline





thanks!

Any questions?