



# CIFWIK

CAYMAN INSTYLE FASHION WEEK

APRIL 18 - 21, 2024

2024 DESIGNER DECK

[WWW.CAYMANINSTYLEFASHIONWEEK.COM](http://WWW.CAYMANINSTYLEFASHIONWEEK.COM)



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# ABOUT US

## ELEVATE BRANDS TOGETHER

Elevate your fashion journey by collaborating with Cayman InStyle Fashion Week—a dynamic platform synonymous with integrity, value, and creativity. Our tailored partnerships provide meaningful community support to the exclusive Creative Fashion School, empowering Caymanian youth and fostering the creativity of older residents.

Join us in making a lasting impact on the Cayman Islands' fashion landscape while advancing your own success in the dynamic world of design.

**DESIGN THE FUTURE: COLLABORATE WITH CIFWK**



Cayman InStyle Fashion Week (CIFWK) is more than a fashion event—it's a movement dedicated to nurturing creative potential, particularly among the youth in design and the arts. Our primary mission revolves around supporting talent growth through the Creative Fashion School (CFS), a non-profit organization committed to reshaping the Cayman Islands' fashion and creativity landscape.

At the core of CIFWK is our unwavering commitment to empowering Cayman's youth. The "Free Your Mind" Program inspires local students through design workshops, guiding them from concept to creation and igniting their passion for fashion. Addressing mental health challenges, CIFWK and CFS contribute proceeds to a local mental health facility, highlighting our dedication to community well-being.

CIFWK serves as a gateway to creativity, offering workshops, networking events, and exposure. The Runway Show and Trailblazer Gala showcase local talent and honor community leaders, providing a platform for aspiring designers, artists, and models. Beyond local impact, CIFWK attracts international attention, featuring accomplished celebrity designers alongside local talent on the global stage. This weekend-long extravaganza, blending fashion, awards, and cultural celebration, promotes tourism and showcases the vibrant culture of the Cayman Islands. Supporting CIFWK means investing in the creative future of youth and the mental well-being of the community, making a lasting impact on the Cayman Islands and beyond. Join us in this journey of empowerment, artistry, and celebration.

# OUR REACH

Partnering with CIFWK means aligning with a widely recognized brand rooted in passion and philanthropy. Our comprehensive marketing strategy, spanning social media, reach expansion, and a multi-platform approach, ensures constant exposure and growth opportunities, all driven by a blend of professionalism and creativity. The Free Your Mind: Runway Show, a highlight of our sold-out 2023 weekend, attracted a diverse audience, providing a unique chance to connect with affluent, trendsetting individuals across various age groups.



**No. of event attendees**

**1500+**

The event boasted a robust attendance of 1500+ participants, featuring contributions from 10 international designers and 18 local designers.



**Local and international models**

**130**

The event showcased a diverse array of models, including both local and international talents, with a participation of 61 youth and 69 adults, complemented by 8 model workshops.



**Followers**

**500k+**

With a collective Instagram following exceeding 500k, our Fashion Week garnered significant online engagement, and on-site, guests spent an average of 5 days on the island.



**Subscribers**

**10k+**

Our YouTube channel, boasting 10k+ subscribers, provided a dynamic platform, while the Fashion Week itself featured the participation of 35+ international models and designers, contributing to a global reach.



**Followers**

**120k+**

With an impressive Facebook following of 120k+, our Fashion Week ensured an active online presence, posting a minimum of 2 updates daily throughout the event as guests engaged on the island.



# DESIGNER PACKAGES



## ELEVATE YOUR DESIGNS, AMPLIFY YOUR BRAND

Join the prestigious lineup of visionaries at the 2024 Cayman InStyle Fashion Week (CIFWK), where your designs take center stage in the heart of the Cayman Islands. Our exclusive Designer Packages offer unparalleled opportunities to showcase your creativity, connect with a global audience, and participate in a week-long celebration of fashion and art.

With prime runway slots, exposure to international media, and access to influential industry figures, CIFWK is your canvas to elevate your designs and amplify your brand presence. Secure your spot now and be part of a transformative fashion experience in the stunning backdrop of the Cayman Islands.




# WHAT WE PROVIDE

- Show Planning Meetings
- Listing in Official CIFWK Magazine
- Technical Staff
- Security and Backstage Crews
- Fully Staffed and Powered Hair and Makeup Areas
- High-Tech Sound System
- Runway Samples Manufacturing Option
- Clothing Racks, Hangers and Steamers
- On-Site Assistants
- Front of House and Back of House Teams
- Red Carpet Interviews
- Models Included
- 1 Backstage Pass
- Digital photos from Photographers
- Logo on Display
- Choice of 2 Songs
- Included in Marketing

Backstage Production provided by  
The Fashion Life Tour

**TFL**  
*The Fashion Life Tour*

 @thefashionlifetour





# DESIGNER PACKAGES



## EMERGING

- 5 Looks
- Show Production
- Hair & Make Up
- On-Site Assistants
- Red Carpet Interviews
- Swimsuit Show OR Kids/Teen Show OR Free Your Mind: Runway Show

**\$1K \***

## EMERGING +

- 10 Looks
- Show Production
- Hair & Make Up
- On-Site Assistants
- Red Carpet Interviews
- Swimsuit Show OR Kids/Teen Show OR Free Your Mind: Runway Show

**\$1.5K \***

## PREMIUM

- 15 Looks
- Show Production
- Hair & Make Up
- On-Site Assistants
- Red Carpet Interviews

**\$2K \***

## PLATINUM

- 20 Looks
- Show Production
- Hair & Make Up
- On-Site Assistants
- Red Carpet Interviews
- Model Casting
- Graphic & Video Design

**\$2.5K \***

## DIAMOND

- 30 Looks
- Hair & Make Up
- On-Site Assistants
- Red Carpet Interviews
- Model Casting
- Graphic & Video Design
- Media Package

**\$3K \***

**\*PAYMENT PLANS AVAILABLE. PRICES ARE LISTED IN CI DOLLARS. US CONVERSION RATE: .80**

# ADD ON SERVICES



## MODEL CASTING

Access to attend the CIFWK Model Casting + Space for Fittings

**\$200**

## GRAPHIC DESIGN

Our in-house Graphic & Video Design Team will work for you to create save the dates, formal invitations, custom social media content and more.

**\$500**

## PHOTOS

Additional indoor or outdoor photos from your own photoshoots from selective Photographers.

**\$250/hr**

## BILLBOARD

Enjoy a 1080x1920px Billboard placement in the heart of Grand Cayman. Your billboard will play for a determined time every hour for a full day prior to your show.

**\$800**

**\*PRICES ARE LISTED IN CI DOLLARS.  
US CONVERSION RATE: .80**



# GALLERY





# SOCIAL RESPONSIBILITY

## CREATIVE FASHION SCHOOL



The Creative Fashion School (CFS) is a non-profit organisation founded by Norma Ebanks, to provide Caymanian youth and older residents an opportunity to develop and release their creativity purposefully. CFS provides a safe, structured, and fun environment for novice and mature students to innovate, design and learn.

Expressing creativity and learning a skill can alleviate mental issues, which will benefit the individual, community, and society. CFS educates Caymanians in the art of sewing and fashion designing, which gives them the foundation to pursue a career and/or an individual lifelong interest in fashion, creativity or home decor.

Daily workshops and classes are available to everyone, as students learn different avenues of bringing their creative ideas to life. Additionally, there are after-school programs and an annual summer camp for young creatives.

Design and fashion talents have universal appeal and open a myriad of professional possibilities. Developing Cayman's abundance of promising talent would contribute to local and international creative industries and benefit Cayman's international image.

CFS has collaborated with local schools to promote Caymanian talent and formed the Emerging Designers Program (EDP). With support from international organisations, EDP students have opportunities to showcase their talents alongside International Designers. This helps students to build confidence, knowledge and self-esteem.

In the future, Creative Fashion School will have a scholarship program, further supporting emerging local talent.

Proceeds from Cayman Instyle Fashion Weeks' events will be reinvested into the Creative Fashion School to support its efforts in educating local individuals and a scholarship fund to further support emerging local talent.



# MEDIA COVERAGE



[Caymanian models to walk runway at New York Fashion Week](#)



[Lichtenberg nominated for Award at Cayman InStyle Fashion Week](#)



[Cayman InStyle Fashion Week wraps up with runway show at Ritz-Carlton](#)



[Two of America's Next Top Models to Host Cayman Islands Upcoming Fashion Week on Saturday, April 1st at the Ritz-Carlton](#)



[Cayman Front and Center at Adrian Alicéa's New York Fashion Week Runway Show](#)

# THE EXPERIENCE

## CIFWK TIMELINE

FREE YOUR MIND:

SWIMSUIT & RESORT WEAR  
SHOW / WELCOME PARTY

THURSDAY, APRIL 18TH

FREE YOUR MIND:

THE GALA / TRAILBLAZER  
AWARDS / CFS GRADUATION

FRIDAY, APRIL 19TH

FREE YOUR MIND:

RUNWAY SHOW & KIDS/TEEN  
SHOW (2 SHOWS)

SATURDAY, APRIL 20TH

FREE YOUR MIND:

THE ESCAPE

SUNDAY, APRIL 21ST



# THE EXPERIENCE

## CIFWK TIMELINE



## FREE YOUR MIND: SWIMSUIT & RESORT WEAR SHOW / WELCOME PARTY

The highly anticipated inaugural event of Cayman InStyle Fashion Week kicks off with a glamorous celebration of style and sophistication—the Swimsuit and Resort Wear Show. This spectacular runway extravaganza doubles as the grand Welcome Party, setting the tone for a week of fashion-forward elegance.

Showcasing a harmonious blend of talent, the event features both local and international designers, each contributing their unique flair to the vibrant tapestry of swim and resort wear.

Attendees can expect a captivating fusion of cultural influences, innovative designs, and sizzling summer trends, making it an unforgettable launch for a week-long celebration of fashion on the scenic shores of the Cayman Islands.



# FREE YOUR MIND: THE GALA / TRAILBLAZER AWARDS / CFS GRADUATION

We celebrate the culmination of dedication and creativity at the CIFWK Gala, where our Free Your Mind Program takes centre stage. Design students and guests showcase unique outfits amidst live painting and local musical talent. Join sponsors, influencers, models, international designers, celebrities, and the press for a night of glamour, speciality cocktails, and floating appetizers, immersed in the vibrant spirit of Cayman creativity. The Gala also features the CIFWK Trailblazer Awards, honouring individuals for their inspiring contributions to our community through creative excellence and meaningful endeavours.

CIFWK Trailblazer Awards was established to honour those who have inspired the community through their creative abilities, strive for excellence, and who give back to the community in meaningful ways. The main aim of the CIFWK Trailblazers Awards is to recognize individuals who are contributing their skills and talents to a specific category in our community and publicly show appreciation for their contribution to our society. The criteria of this awards segment are as follows:

#### ELIGIBILITY CRITERIA:

- Persons can nominate themselves via webform on our website
- The nominee must be a resident of the Cayman Islands

#### NOMINATING & VOTING PROCESS:

- Persons can nominate themselves via webform on our website
- Persons from the community can nominate others (nomination must be accompanied by a photo and contact details of the nominee)
- Nominees' pictures, along with information regarding their category, will be posted on social media.

#### PRIZE:

- Each winner will receive a personalised award

In 2024, we proudly host the inaugural graduation ceremony of the Creative Fashion School. This significant event marks the culmination of creative journeys for a diverse cohort of students, spanning both young minds and seasoned adults. As the first-ever graduating class, these aspiring designers, visionaries, and trendsetters will be adorned in the regalia of their achievements, showcasing their dedication and passion for the world of fashion. The air will be filled with excitement and pride as we witness the emergence of a new wave of talent, ready to make their mark on the fashion landscape. It's not just a graduation; it's the dawn of countless creative futures, promising innovation and style in the ever-evolving realm of fashion.





## FREE YOUR MIND: RUNWAY SHOW & KIDS/TEEN SHOW

Lights! Camera! Fashion! The Runway Show's first year 2019 left the onlookers in awe, and we can't wait to excel in 2024. The Show will feature local as well as top international designers.

Also featured will be our local models, trained by International Runway Coach Alva Page, who has groomed several of our very own Caymanian models who were successfully signed with notable model agencies.

The inception of the 2019 show provided a platform for local designers to be seen alongside international top designers such as Sergio Hudson (known for his designs for Michelle Obama, Beyonce, and Jennifer Lopez) and Sai Sanko (who showed her collection for the first time ever on a runway and has since been worn by celebrities such as Gabrielle Union-Wade and Jenna Jenovich).

Our spectacular 2023 show gave local designers an opportunity to showcase their designs alongside accomplished international designers like Carlton Jones (known for styling celebrities such as Queen Latifah, Mary J. Blige, Halle Berry, Michelle Obama and Aretha Franklin), Cesar Galindo (who has created red carpet designs for many celebrities including Madonna, Cyndi Lauper, Courteney Cox, and Missy Elliott) and Adrian Alicéa (who has dressed and styled A-list stars like Zoe Saldaña, Lil' Kim, Marilyn Manson, Nick Cannon, Daddy Yankee, Naughty by Nature's Treach, India Arie and Camila Alves).



## FREE YOUR MIND: THE ESCAPE

Embark on a captivating journey as Cayman InStyle Fashion Week culminates with the grand finale, "Free Your Mind: The Escape." This extraordinary event is a celebration of the Cayman Islands' exquisite beauty, where the glistening waters and pristine landscapes provide an awe-inspiring backdrop. Designed to enchant visiting celebrities, designers, and media, The Escape invites guests to immerse themselves in the allure of this Caribbean gem.

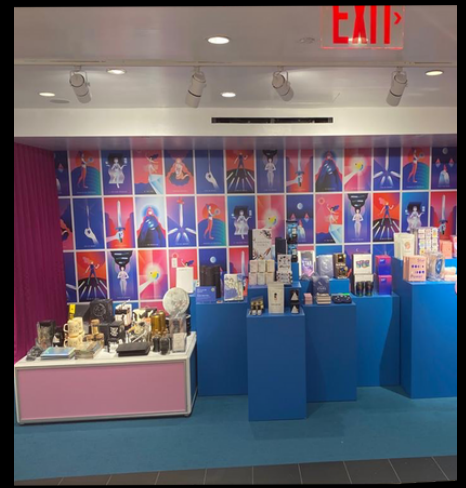
As the sun sets over the Cayman Islands, sponsors, local designers, and models will have the opportunity to mingle with A-listers in an intimate and casual setting. Against the enchanting backdrop of our island paradise, guests will experience the unique brand of hospitality that defines the Cayman Islands.

The Escape is more than just an event; it's a sensory journey, a fusion of luxury and relaxation, allowing participants to savour the essence of the Cayman Islands in the company of influencers and trendsetters from the fashion world. Join us for an unforgettable day where the beauty of the Cayman Islands is the star, and connections and memories are forged under the Caribbean sky.



# THE CIFWK MARKET

In 2024 we are also excited to introduce Cayman InStyle Fashion Week Market to our lineup. The Market will follow the Runway Show where local and international designers will have the opportunity to interact with our guests and sell their products to retailers.



# CIFWK BRIDAL

Having premiered last year, the Cayman InStyle Fashion Week Bridal segment made its debut, presenting the newest fashions and trends. The carefully curated lineup promises to elevate the excitement with stunning bridal gowns crafted by internationally renowned bridal designers.





# NEXT STEPS

Thank you for your interest in showing at Cayman InStyle Fashion Week. Please review all the information before making your selection, and do not hesitate to call or email us with any questions.

To move forward, simply let Norma Ebanks or The Fashion Life Tour know. At that time, you will be sent an agreement with all the terms, including payment and policies.

**TO SCHEDULE A CALL, CONTACT:  
+13459280344**

**OR EMAIL  
INFO@CAYMANINSTYLEFASHIONWEEK.COM**



# CIFWK

CAYMAN INSTYLE FASHION WEEK



*Designs by Norma Ebanks*

**Creative Fashion & Design™**  
Quality Fabric with Innovative Designs



Norma Ebanks Designs

## CONNECT WITH US

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