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REFINERY29
Master Class
NEW YORK FASHION WEEK 2013

LIVE INTERVIEWS | LIVE CLASSES | LIVE LIFE

CLIENT	CREATIVE DIRECTOR EDDIE VN	ART DIRECTOR CLARE FORE	DESIGNER DEVIN EDWARDS	A/V	<div>CLIENT SIGN OFF</div>
MODEL	PROJECT MANAGER SILVIA M	PHOTOGRAPHER	STYLIST	WEB	

WHAT IS REFINERY 29 MASTERCLASS?

- An event platform showcasing REFINERY29's online activities and taking them outside the virtual landscape for a reality experience.
- A series of live workshops, tutorial classes, style tutorials, celebrity, designer and blogger participation. Events will be open to the general public.
- Live tutorials consists of make-up and hair classes, interviews with designers, showcasing of new designer collections apparel and accessories, lectures from top stylists on their recommendations for the season.
- The entire program will be streamed live on REFINERY29.COM. Guests present at the actual event can participate and ask questions, but also the online viewers will have the ability to post live comments and questions through a special forum.
- The event will take place in four days in conjunction with New York Fashion Week. The days will be arranged with classes, tutorials and interviews throughout each day.
- The program will be moderated each day by one iconic and influential character in the fashion and beauty industry.
- The Masterclass can also tour to all the locations that REFINERY29 has a localized presence (LOS ANGELES, SAN FRANCISCO, LONDON, CHICAGO, WASHINGTON DC).

ADVERTISING SPOTS THAT CAN BE OFFERED CAN INCLUDE :

- Product placement during makeup and hair tutorials
- Video advertisement before and during streaming live videos.
- Logo wall advertisements.
- Billboard advertising
- Alcohol and drink sponsorship during the program

Refinery29 products will be created as promotional perks. Such as REFINERY29 MASTERCLASS notebook and pencils as well as branded t-shirts with the phrases "I GRADUATED REFINERY29 MASTERCLASS" and "REFINERY29 MASTERCLASS ALUMNI 2013"

EVN agency will handle all aspects of creative direction and production, teaming up with PRODJECT - the producers of Milkmade.

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WHY A MASTERCLASS?

A LIVE EVENT SUCH AS A MASTER CLASS WILL TAKE REFINERY29 INTO THE NEXT LEVEL OF COMMUNICATION, ADVERTISING REVENUE, BRANDING AND ENTERTAINMENT COMBINING VIRTUAL AND REAL LIFE EXPERIENCES.

THE POWER OF A LIVE STREAMING PHYSICAL EVENT HAS THE ABILITY TO :

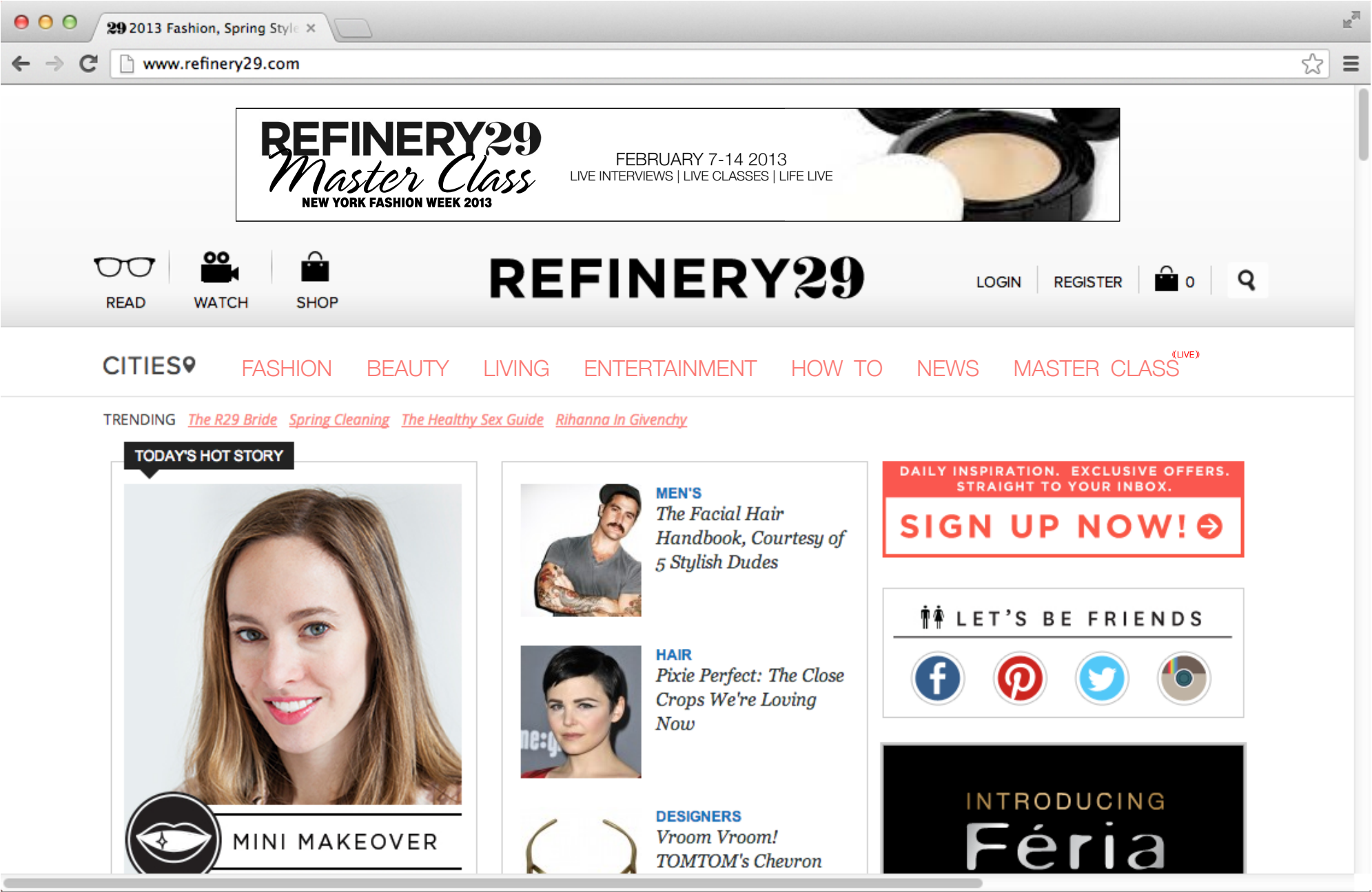
- Grow your brands identity in relationship to the real world.
- Create a stronger level of celebrity status for REFINERY29 brand and personalities that are currently seen online.
- Entertain current members/customers as well as create new ones.
- Branch out in all forms of communication.
- The creation of new original contents for REFINERY29 online.

WHO YOU REACH THROUGH A MASTERCLASS

- Strengthen the relationship with the audience.
- Expand and create more relationships with celebrities, fashion designers and fashion editors.
- Bloggers and trend leaders.
- Satisfy generation Y&Z that seek new forms of entertainment through online content and a highly publicized event.

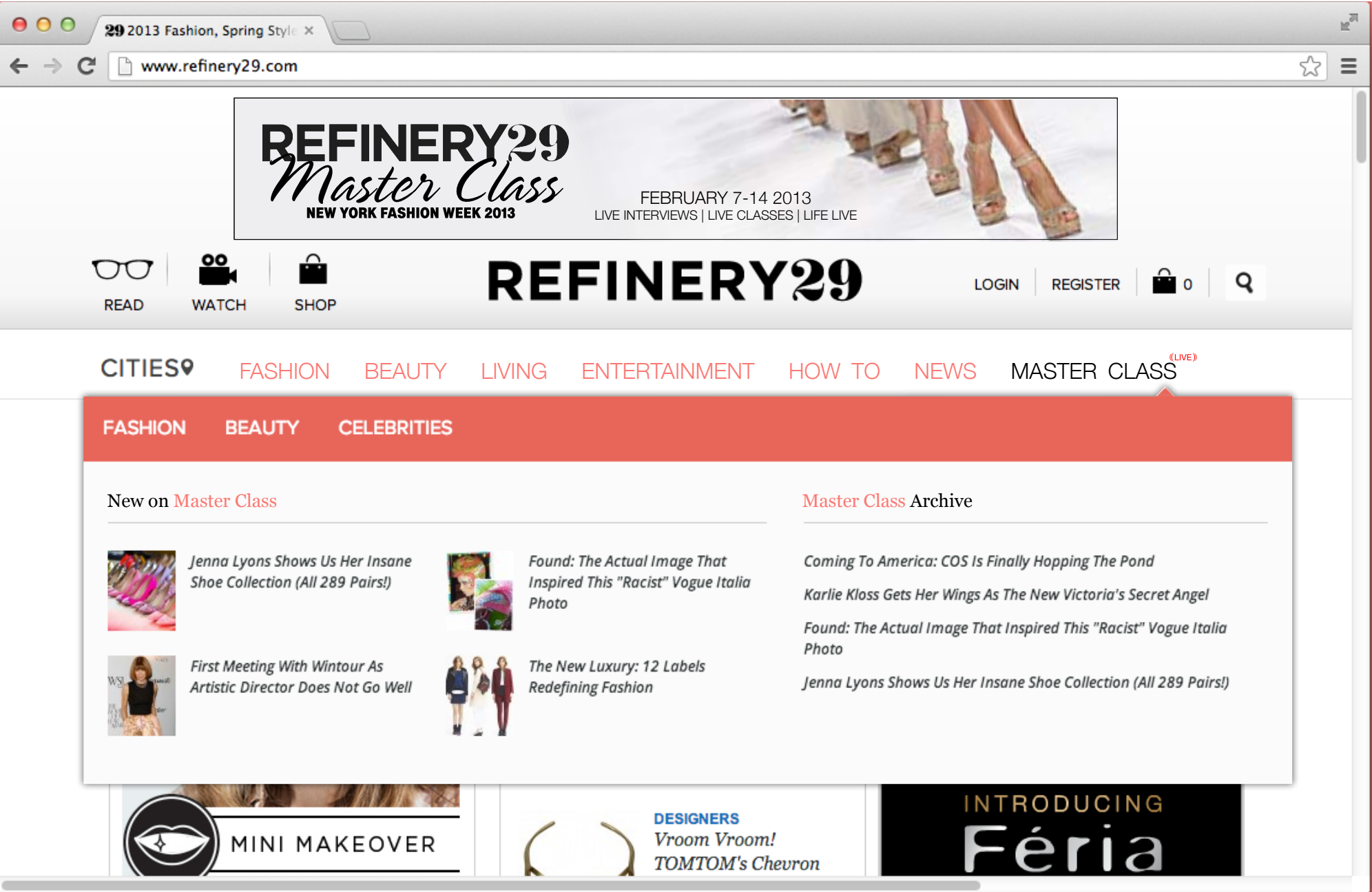
GOALS

- The creation of new streams of advertising revenue through live events and additional content.
- To expand the REFINERY29 brand outside the virtual landscape.
- Highlight the uniqueness of REFINERY29’s operations as a multi faceted fashion company going full circle from virtual and reality.

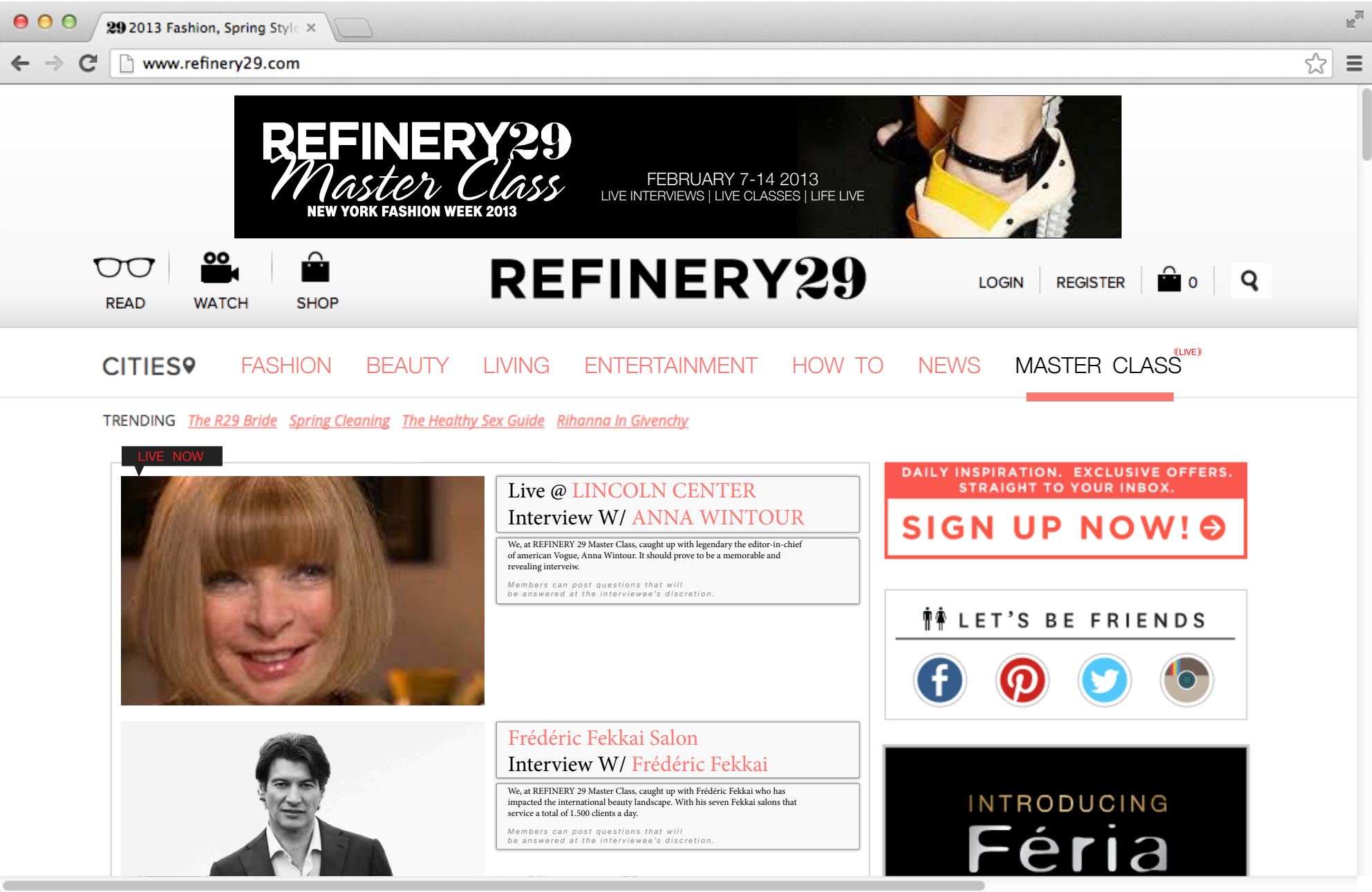


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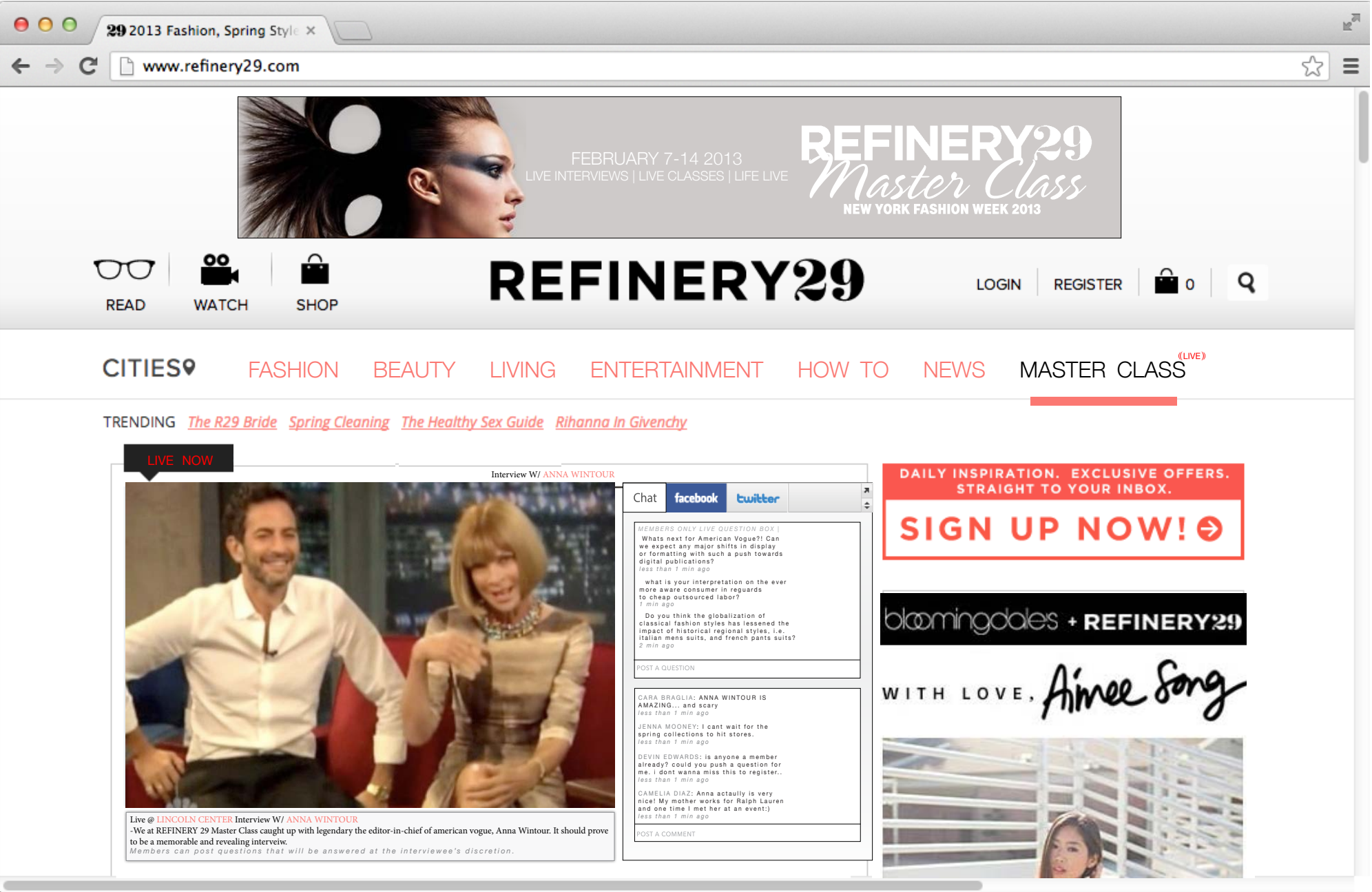
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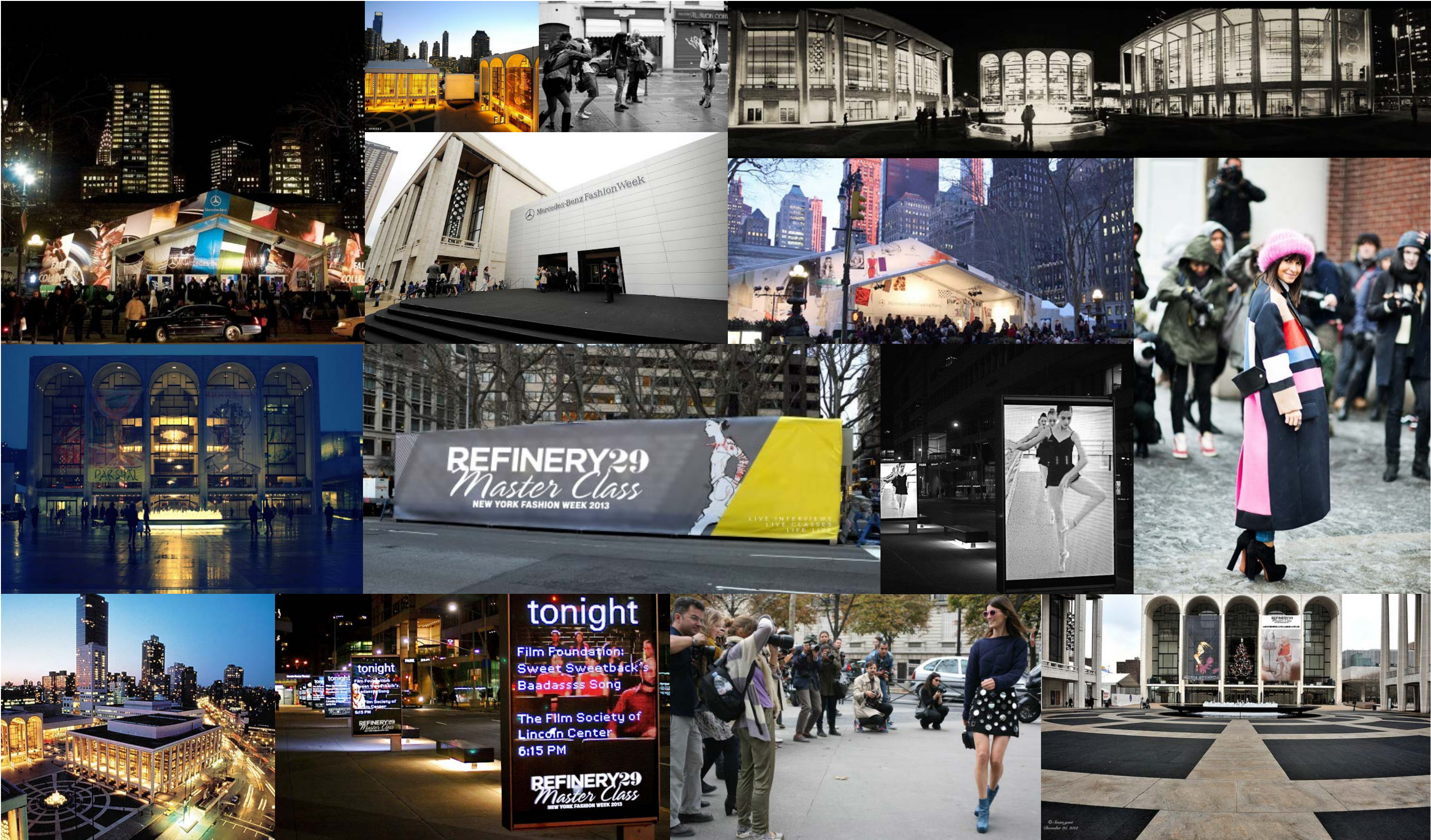
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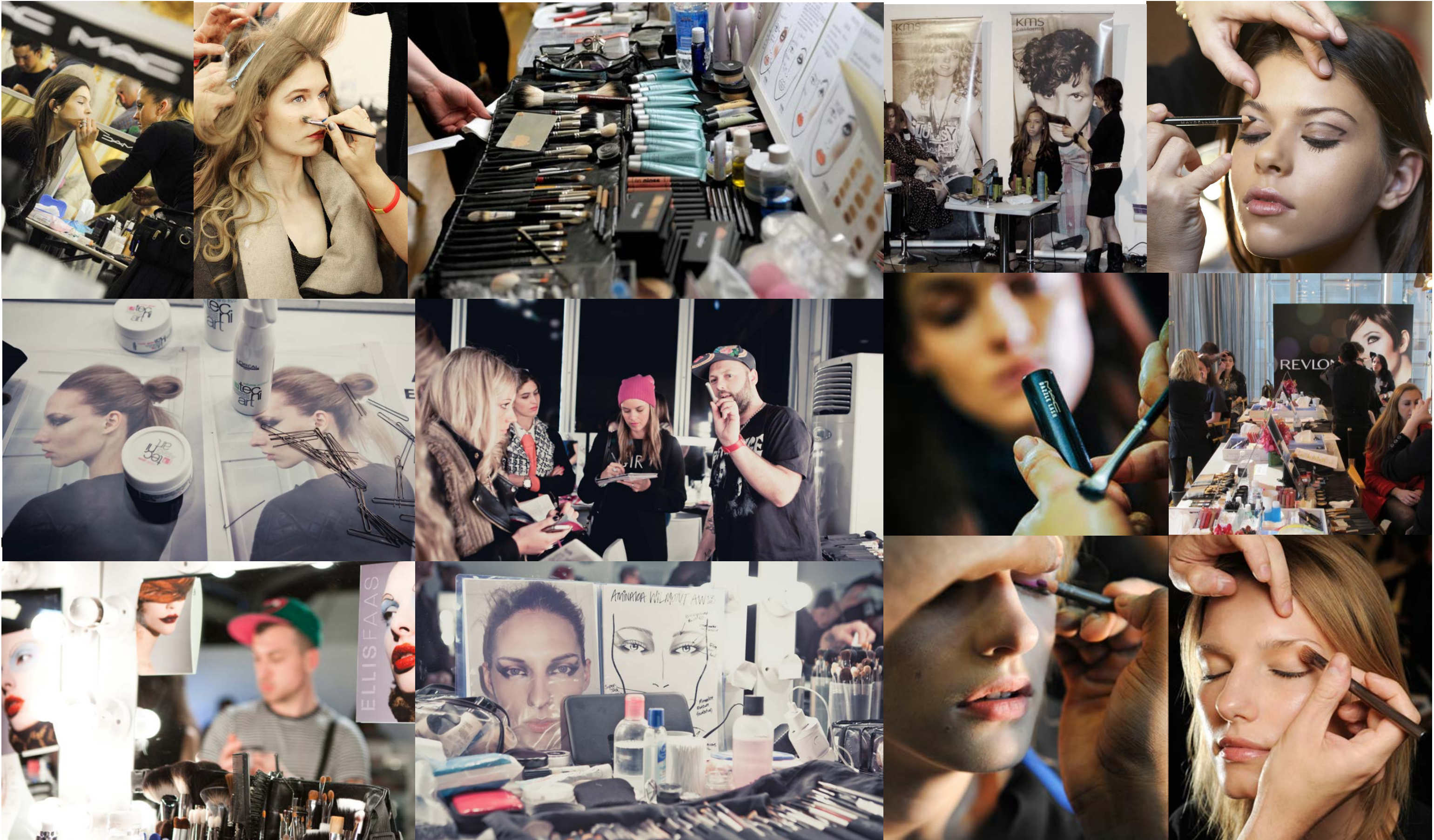


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