

Jared Gold's

# Fashion Renegade tour



LIVE  
RUNWAY

Seattle

Portland

San Francisco

Salt Lake

Denver

Los Angeles

Las Vegas



Jared cut his fashion teeth in Los Angeles, creating clothing confections and specialty items for renowned retailers such as Fred Segal and Barneys. He developed his own collections and began shipping around the world. After 14 years of producing large format runway shows in New York and Los Angeles intended strictly for buyers and press, Jared Gold has decided to allot all the resources and hysteria of his internationally renowned runway shows to tour the country and bring his personal sense of magic and hysteria to America's doorstep. Gold's highly anticipated shows have always been the highlight of New York and Los Angeles fashion weeks due to their lush visuals, edgy subject matter, and huge crowds of fashion press and the style elite.

His last Los Angeles event saw glittering throngs queuing up outside to see the hottest ticket in town, alongside celebrities from reality tv, underground films, and Hollywood's elite, just to get a chance to see Jared Gold's astounding "Czarina" collection. This 1600 person event sold out in less than 24 hours and was forced to turn away an estimated 500 onlookers. The press attention was epic as the event was covered in international press as well as every major magazine in Los Angeles. See the press section of this kit for a recap.

Gold's phenomenon of "Fashion Entertainment," is poised to become the nation's next spectator sport. The main attraction of this event focuses around its open invitation seating method. The event is open to the public at large, who reserve their free seats online, print out tickets, and can be seated at the show without having to endure any exclusive seating process usually plaguing old fashioned runway events. The general public is invited to take part on many levels: purchase product in the exclusive touring boutique, vote on models, interact with the celebrity models, listen to live bands and compete in various contests to win sponsored prizes.

Promotion for the events is done through large databases of viral marketing, superstar model blogs, local press, and specially design websites. This unorthodox promotion has been designed to keep the promotion of the events as traceable and as focused as possible. Every ticket to the event registers a unique email address that is then used as a promotional vector, conversely all web traffic and ip addresses are closely monitored to ensure maximum efficiency for online advertising that includes banners, blogs, and jump tabs. See the statistics section for details.

In an effort to keep this event as earth friendly as possible, printed promotion is being kept to an absolute minimum. The staff of the tour is transported by train from city to city in a grand tour of the America West, as all ancillary vehicles are either ultra-low emissions or burn clean diesel. All local promotions include instructions on how to use public transportation to attend the event and offer a free sponsored bicycle parking service.

These obsession worthy events not only mark a revolution for the fashion community, but present a rare opportunity for sponsors and partners to reach out to an advertising resistant demographic. Gift bags from international fashion and beauty corporations, magazine sponsors, and sponsored interactive lounges make a lasting impression on guests when coupled with the wonderful gift of this free event.

Jared Gold expresses its deep gratitude to his stylish clientele and all of the America by inviting them to the party of the year.



This Fall fashion designer Jared Gold will be touring his Paris style runway extravaganza throughout the United States on his Fashion Renegade National Tour. His goal is to reach out and inspire fledgling designers, models, hair stylists and make-up artists wherever they are. In each town Jared and his team of visionaries will work with local talent to present his collection in an open-to-the public and free of charge super event seating up to 2500 attendees. Gold is known for his efforts to create an inclusive and welcoming fashion environment—deviating from the traditionally exclusive event format of Fashion Week.

In this tour Jared will be answering the call extended by President Obama to “jumpstart job creation” in America. Jared is teaming up with a renowned non-profit group to develop an organization that places the focus on making fashion a lucrative business in the US, by supplying resources for people seeking fashion education, placing micro-loans for manufacturing equipment, and maintaining an online message board to support cottage industry. The American Artisan Foundation will encourage growth in the apparel sector of the job market with a focus on the demand for items only available from American manufacturers. The foundation will provide a business plan package for the successful applicants who are funded. The AAF will also create a unique social network just for all applicants, who will then advertise to corporations across America.

The AAF technology system will assist small business owners, retailers, and cottage-industry artisans to overcome project management issues, order fulfillment, and quality control by using internet based alerts, twitter, Youtube, skype and service engines developed exclusively for the AAF.

The tour is a green endeavor that is promoted almost exclusively by viral means to avoid any print waste. It encourages mass-transit, and people-powered mobility. Included within all promotion for the wildly popular events will be hyperlinks as well as an all-new “self-replicating” donation widget developed exclusively for this promotion. As the events are free to the public, this widget will allow patrons to donate to the foundation, and in doing so will be entered into various contests and promotions

Jared is asking for donations from his viral network to create scholarship money, buy equipment, and to fund the tour, to raise awareness of the foundation and inspire people to action on a grass-roots level.

The Fashion Renegade Tour and the AAF is also asking for underwriting funds from corporate sponsors, as well as matching funds pledges to encourage donations by the public. Supporting these exciting events and this foundation will empower the youth of America, help to create needed jobs, and add rarified *chache'* to a brand's equity.



Jared Gold, Designer

Jared Gold is originally from Idaho and moved to Los Angeles in 1996 to attend Otis College of Art and Design to perfect his patterning and design skills. Gold showed his first full collection in 1998 and for every season following has wowed audiences and critics alike with his dark humor and exquisite construction. His solo runway events at New York Fashion week in Bryant Park as well as full-scale Los Angeles Runway events are always the highlights of fashion week. While building his name early on, Gold has supplied the world's most exclusive retailers and operated four of his own retail stores. The bizarre atmosphere and addictive clothing fast won the hearts of even the most fickle fashion fiends. Recently Jared has returned to Los Angeles following the signing of a deal to produce a television series.

All items designed by Jared Gold sizzle with his unique vision of what people wear and what they wish to wear. Each season has a personality and distinct concept that uses the synergy between two opposing forces to create a third hybrid reality. His collections are based on research and feelings that are not readily explained, and like working with an alphabet for a language that has no words; Jared prefers non-visual stimuli. He spends months interpreting these feelings into fabrics, color ways and styling.

Jared has made it a personal goal to demystify and democratize fashion by introducing the world at large to this previously impenetrable hierarchy. Inspiring young people to design and sew for himself or herself, and for everyone within the sound of his sewing machine to recognize the value of creation, humor, and intelligence in the world around us.



“Armada”  
Jared Gold Spring 2010

Jared Gold’s Armada collection presents an investigation of the intangible, darkly luxuriant, and playfully historic. Extracting silhouette inspiration from the austere shapes of the mod 60’s street fashion and crossing them with intense colorations of folk art and Ukrainian dyed eggs, the collection emerges very wearable yet very groundbreaking. With nods to designers such as Mary Quant, Rudi Gernreich, and Pierre Cardin, the construction is revolutionary, but soft and friendly. Color theory has been gleaned from Scandinavian textile design and has been tempered with elaborate rough-hewn embroideries, inventive closures, outrageous millinery, and brand new metallic fabric technologies. In all, the shapes have assumed a very precise fit while introducing a revolution of color, pattern, and sewing innovation. The collection references an important era... and makes it fierce again.

Jared's work has appeared on:  
America's Next Top Model Cycle 6  
Absolutely Fabulous  
Germany's Next Top Model Cycle 5  
CBS's NCIS  
Buffy the Vampire Slayer  
Beverly Hills 90210  
Project Runway  
WWE RAW  
Timbaland "Throw it on Me" music video  
Emmy's Red Carpet Commentary  
Warhol Museum Tribute Installation Pittsburgh

Jared has dressed:  
Nicole Kidman  
Cameron Diaz  
Lindsay Lohan  
Paris Hilton  
Tori Amos  
Björk  
Traci Lords  
Polly Perrette

Jared Gold Previous Stockists:  
Barney's New York  
Barneys Tokyo  
Black Chandelier (4 doors)  
TG-170 New York City  
Henri Bendel: New York City  
Ron Herman Fred Segal Melrose  
Ron Herman Brentwood  
Curve: Robertson West Hollywood  
Steven Alan: Soho NYC, Tokyo  
Aero & Co.: Los Angeles  
Brown's Focus: London  
United Arrows: Tokyo  
Beams: Tokyo, Osaka  
Yagi Tsusho: Tokyo  
Isetan: Japan, Singapore  
Rolo: San Francisco (3 doors)  
Journal Standard: Tokyo  
Baboon: Hong Kong  
TNT: Toronto  
Mary Janes: Park City, UT  
Sirens and Sailors: Los Angeles  
Urban Outfitters



## Demographic

Everyone wants to feel special, intelligent, and a part of the “in” crowd. Jared Gold events initially attracted a very alternative crowd: artists, musicians, college students, and the fringe of fashion. After colossal press responses and constant visibility of the company and its events, the mainstream was lulled in the by the intensity and beauty of the clothing and the performance of the event itself.

People, who longingly look toward this high-fashion lifestyle can identify with it, risk free, through Jared’s designs, accessible product, and now local events. Customers who live in high-income suburbs, keep conservative jobs, and attend church regularly make treks to the events with families to see and be seen, as well as bring their friends. This is known as product evangelism. Product evangelism is the strongest selling point of our entire operation whether it be the retail and online stores, to the grand events. As customers align themselves with Jared’s aesthetic vision, it is important for them to bring friends outside of this group and invite them to take part.

A predictably large majority of attendees are women; however men’s attendance has increased from only 20% to 40% at the last three events. This data was calculated from attendance at three events.

Attendees rank as follows:

**45% Young Professionals College Educated ages 25-35**

(Self Employed, Design Oriented Careers, Tastemakers, Single, Celebrities)

**35% Online crowd ages 14-28**

(Live with family, rental housing, mass consumers, trendfollowers)

**15% Press and Fashion Business ages 38-45**

(Editors, photographers, writers, buyers, stylists, costumers for TV and film)

**5% Wildcard**



## **Local Community Interaction**

In addition to the main fashion event in each city, the Jared Gold Fashion Renegade Tour also reaches out the local talent. Since the tour only travels the key staff, all ancillary assistance will be drafted from local talent. The competition for these positions is fierce and fascinating as this rare opportunity rolls into town. Being a part of such a large event rarely presents itself outside of New York and LA. The public can follow the contestants online at: [www.jaredgold.com](http://www.jaredgold.com).

## **Fashion Renegade Runway Event Open Model Call**

The tour comes packaged with its imbedded celebrity models. Because there are only five, all other models are invited to come to the venue before the show and audition for the judges: Jared Gold, Clint Catalyst, and the Celebrity models. Before arriving in any town, a liaison with local modeling agencies as well as internet promotion of this very popular event assure a stellar turn out. Of these girls cast in their respective cities, one is chosen to be the closing model, a coveted position on any runway. At the conclusion of the tour, all local star models are flown to Los Angeles to walk the finale show of the tour. Models are invited to upload photos to a predetermined gallery on [www.jaredgold.com](http://www.jaredgold.com), where their friends and family can login in, comment, and cheer them on.

## **Sew Perfect Design Contest**

This contest is open to the freewheeling creative spirits who spend their time dreaming and sewing. Fledgling designers and seamstresses register online by uploading a photo of their garment. The night of the show, they submissions are judged live by Jared Gold and his team. Winners receive a brand new sewing machine and their garment is featured on the website, as well as being included in a special on-site gallery in Los Angeles at the finale event.

## **Hair Apparent Styling Auditions / I'm Just Making It Up Competition**

As with the models, the styling and make-up teams on the tour are limited to their key personnel. Stylists and artists are invited to study the hair and make-up test photos provided online and submit their work to a predetermined gallery on the website. The key styling and make-up personnel will notify winners of their decisions and the announcements will be made online. Winners are included on the hair and make-up team for the evening's event, as well as winning product, tools, t-shirts, and a photo disc to add to their professional portfolio.

*Previous Shows*



Gold vs. Petker Runway  
July 30<sup>th</sup>  
Club Social Hollywood

Vip Guests:

[Billy Corgan \(Smashing Pumpkins\)](#)  
[Kellan Lutz \(Twilight\)](#)  
[Annalynne Mccord \(90210, Nip Tuck\)](#)  
[Selene Luna \(Bravo's Cho Show\)](#)  
[Calpernia Addams \(Transamerica\)](#)  
[Kitten Natividad \(Russ Myers Actress\)](#)  
[Kat Turner \(Actress David Lynch Inland Empire\)](#)  
[Siobhan Fahey \(Shakespeare's Sister\)](#)  
[Joey Maalouf \(Rachael Zoe Project\)](#)  
[Mark Ryden \(Contemporary Artist\)](#)  
[Marion Peck \(Contemporary Artist\)](#)  
[Ryan Gosling \(The Notebook, Lars and the Real Girl\)](#)  
[Darren Stein \(Director Jawbreaker\)](#)  
[Don Bolles \(The Germs\)](#)  
[Linda Strawberry \(Zwan\)](#)  
[Zoe Bonham \(Led Zepplin descendant\)](#)  
[Joe Dallasandro \(Warhol Superstar\)](#)  
[Ongina \(RuPaul's Dragrace Bravo\)](#)  
[Nick Verreos \(Project Runway Season 2\)](#)  
[Fairuza Balk \(Family Guy, Sopranos\)](#)  
[Sweet Pea \(Project Runway Season 4\)](#)  
[Kit Pistol \(Project Runway Season 4\)](#)  
[Jerrell Scott \(Project Runway Season 5\)](#)

[Kevin Haskins \(Bauhaus, Love and Rockets\)](#)  
[Emily Brandle \(Project Runway Season 5\)](#)  
[Rodney Bingenheimer \(Hollywood Radio Mastermind\)](#)  
[Kim Fowley \(Producer of the "Runaways"\)](#)  
[Josie Cotton \(80's pop sensation\)](#)  
[Tarina Tarantino \(Jewelry Design Maverick\)](#)  
[Angie Bowie \(1<sup>st</sup> wife of David Bowie\)](#)

Media:

Angeleno Magazine  
LA Weekly  
LA Times  
Women's Wear Daily

Web Traffic:

L.A. Weekly (249,600 Impressions)  
Apparel News (8,606 Impressions)  
Perez Hilton (32,949,306 Impressions)  
Buzznet (14,765,100 Impressions)  
Celebuzz (8,221,220 Impressions)  
Juxtapoz Magazine (201,060 Impressions)  
Nick Verreos Blog (5,616 Impression)  
Racked (247,632 Imopressions)  
Jamd (540,000 Impressions)

Total Impressions: 57,188,140

\*Not Including Myspace, Facebook, and Youtube. Estimated 7 to 10 million additional Impressions.



### **Czarina Promotion and Visibility Summary**

March 14<sup>th</sup> 2008

Union Station Los Angeles

Attendance: 1275

May 22<sup>th</sup> 2008

Webb Audio Proving Laboratories Salt Lake City

Attendance: 1650

### **Media**

**Los Angeles Times** Pre-show Coverage “Gold is the Ringmaster of the Fashion Spectacle”

Publish date Sunday March 9<sup>th</sup> image section

**Metro Mix Cover Story** “Jared Gold Shakes up Fashion Week”

Publish week of March 6-13

**Los Angeles City Weekly** “Jared Gold Lived Up to His Name”

Fashion Recap with photos

Publish Date Thursday March 20<sup>th</sup> 2008

**Los Angeles Times** Post-Show Coverage “The Best Show of the Week”

Full-Front Page of Sunday’s Image Section

Publish Date Sunday March 23<sup>rd</sup>

### **Variety Magazine**

Stylephile “Jared Gold’s L.A. Fashion Show open to ALL”

March 6<sup>th</sup>, 2008

**Women’s Wear Daily** “Over the Top”

Tuesday March 18<sup>th</sup>, 2008

**Salt Lake City Weekly** “Jared Gold’s Farewell Event”

Cover feature on Jared Gold

Week of May 19<sup>th</sup> 2008

## **Good Things Utah** Live Television

Full coverage of event and Model Call Airdate

May 22<sup>nd</sup> 2008

Others:

Stylehive TV

Metromix TV

In Salt Lake this week feature on Gold's Apartment and upcoming show

In Salt Lake this week cover feature on Clint Catalyst hosting Jared Gold's Runway

In Salt Lake this week Event wrap up

Salt Lake Tribune Names Jared Gold One of Its 'Top 25 Cultural Power Brokers'

## **Press Releases**

Released through Businesswire / Hundreds of Thousands of outlets

Appear on: Yahoo Finance, Google Finance, Stockwire as well as Nexia proprietary database and Stock Guru

Complete Press Releases available at [www.nexiaholdings.com](http://www.nexiaholdings.com)

Nexia's Head Designer Inks Production Contract for Reality TV Show

Thursday June 5, 8:30 am ET

Nexia's Black Chandelier Attracts Bravo TV, CW TV, America's Next Top Model & Other Media,

Plus a Host of Celebrities, to LA Fashion Show

Business Wire, March 14<sup>th</sup>, 2008

Nexia's Jared Gold Featured in LA Times Article

Business Wire March 25<sup>th</sup>, 2008

Nexia's Black Chandelier announces All-Star line up of models for LA Fashion Show – Featuring

Traci Lords, Chris Crocker, Tony Ward and More—

Salt Lake City, UT: March 5<sup>th</sup>, 2008

Nexia's Black Chandelier Secures Amtrak as a Sponsor for LA Runway Show --Participating

companies also include Janome, MySpace, Uber & More--

Salt Lake City UT, March 7<sup>th</sup>, 2008

## **Web traffic**

Between March 1st 2008, and May 24<sup>th</sup> 2008

Approximately 4000 unique emails registered for seating tickets

(See attached web summary for click-throughs and referral sites from [jaredgold.com](http://jaredgold.com))

## **Viral Marketing**

Independent fan video postings highlights

<http://www.youtube.com/watch?v=ST5FSikKz8k>

<http://www.youtube.com/watch?v=S83X5nE7wtk>

<http://www.youtube.com/watch?v=4LowTWEFGSw>

<http://www.youtube.com/watch?v=UpQGwzETnig>

<http://www.youtube.com/watch?v=zUJ5L43RhdM>

<http://www.youtube.com/watch?v=vp3za5ElFq4>

<http://www.youtube.com/watch?v=SJtaABensp0>

<http://www.youtube.com/watch?v=5jDcaq12Irw>

<http://www.youtube.com/watch?v=dCz722WLRjw>

<http://www.youtube.com/watch?v=LQXpLLeguSo>

## Jared Gold Previous Sponsors

Acura  
Amtrak  
Audi Cars International  
Aveda Cosmetics and Hair Care  
Bang and Olufsen Sound  
BC Ethic Shoes  
Big Sexy Hair  
Black Book Magazine  
Box Eight  
CIT Credit Finance  
Cliff Bar  
Cornerstone Productions  
Cover Girl Cosmetics  
Dermalogica  
Diamond Rental  
Down East Basics  
Dragon Talent  
Evian  
Evolutionary Media Group Los Angeles  
Fantagraphics Comics  
Ford Models  
Fat Boy Ice Cream  
Glacéau Mineral Waters  
Gen Art  
Hairroin Salon  
Hatch Family Chocolates  
IMG  
Irregular Choice Shoes  
Janome Professional Sewing Equipment  
Jet Blue  
John Fleuvog Shoes  
Kimpton Hotels  
L'Oreal  
Lily et Cie. Fine Vintage Jewelry  
Lipton Tea

Lucky Magazine  
Mac Cosmetics  
MAO Public Relations NYC  
Michele K Shoes  
Monster Energy Drinks  
Nexia Holdings  
Nokia  
Patron Tequila Intl.  
Paul Mitchell Haircare  
Paper Magazine  
Peroni Italian Brewers  
Ray Ban / Bausch and Lomb  
Sense Nectar  
Sexy Italia Energy  
Shoei Helmets  
Siggerson Morrison Shoes  
Slug Magazine  
Spoon Me  
Standard Hotels  
Sweet's Candies  
Swindle Magazine  
Tarina Tarantino Jewelry  
Temptu Make Up  
The Book L.A. Magazine  
360 Vodka  
Toni and Guy Cosmetics  
Vespa Piaggio Italy  
Vidal Sassoon  
W Models  
Webb Audio Visual  
Willamena Modeling  
Xlear  
Yamaha Pianos



Gateway Grande Hall



Webb Audio Visual Proving Room



Union Station Los Angeles



Union Station Los Angeles



Annalynne McCord and Sisters



Tarina Tarantino



Miss Derringer



Jessicka



Tim Biskup



Billy Corgan and Jared Gold



Kellan Lutz



Project Runway Aunts



Origina







Old Bank, Downtown Los Angeles



Shrine Auditorium, Los Angeles



Spring and 4th, Los Angeles



Shrine Auditorium, Los Angeles



Gramercy Park Ballroom, New York City



Los Angeles Theater



Los Angeles Theater



Los Angeles Theater



Bryant Park, New York City