

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.