



The Mission of WALK Fashion Show is to educate, train and inspire people in the fashion and arts community.

2021
WALK FASHION SHOW
MEDIA KIT





ABOUT US

“WALK FASHION SHOW YOUR SOURCE FOR INDEPENDENT FASHION”

In its 14th year WALK Fashion Show has grown to be one of the largest Independent Platforms in the world. Founded in 2009 by Crystal Bailey, WALK Fashion Show was created to further propel the emerging fashion community in their hometown, Detroit, MI. Over time, the production has grown into a traveling show, providing a stage for independent designers, models and other artists abroad.

The production has proven its success by hosting sold-out events in 25 cities and 3 countries.

WALK will expand to 35 cities and 3 countries; including stops in New York Fashion Week, Los Angeles Fashion Week, Paris Fashion Week, Lagos Nigeria for the inaugural WALK Nigeria Fashion Week and more.

Walk has featured celebrity hosts from CW's "America's Next Top Model" - Keith Carlos, Cycle 21 winner; Naima Mora, Cycle 4 winner; Teyona Anderson, Cycle 12 winner; Whitney Thompson, Cycle 10 winner; and Dominique Reighard, Cycle 10 contestant. Building successful relationships with modeling agencies and buyers across the country, adding value to the show's unique brand and making it the largest fashion platform for independent designers of all levels.

WALK Fashion Show strives to be a staple in the world of fashion, introducing new and undiscovered talent one city at a time, and promoting the idea that everyone deserves a chance. WALK Fashion Show's platform provides a career path for Independent Artists all over the world, allowing dream chasers to continue to work in an area in which they are passionate.

VIDEOS



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6,879

Facebook Likes

44k

Instagram Followers

2,631

Twitter Followers

39,429

YouTube Views

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Gypsy

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Since 1936



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Hennessy

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Handmade
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AUSTIN ★ TEXAS

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sheen
MAGAZINE

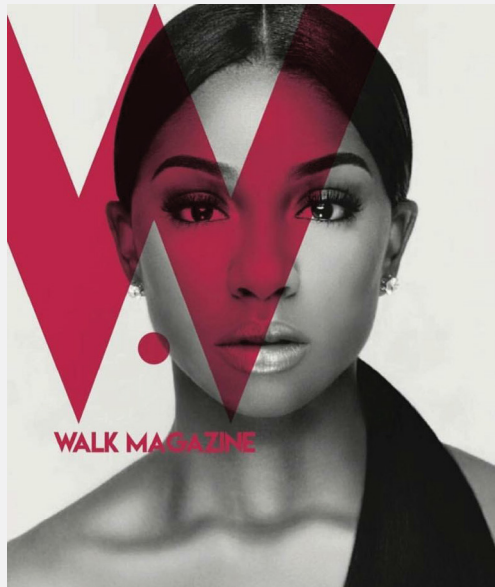
Dior

PAUL MITCHELL

 **NSO**
Neighborhood Service Organization

If you would like to enhance your awareness amongst a multicultural audience ages 18 – 50 who love fashion, shopping, cosmetics, newest technology, vehicles, and the latest trends, advertising with WALK Fashion Show is right for you!

WALK MAGAZINE



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DEMOGRAPHIC

85K

Unique Weekly
Visits

330K

Unique Monthly
Visits

6M

Yearly Page
Views

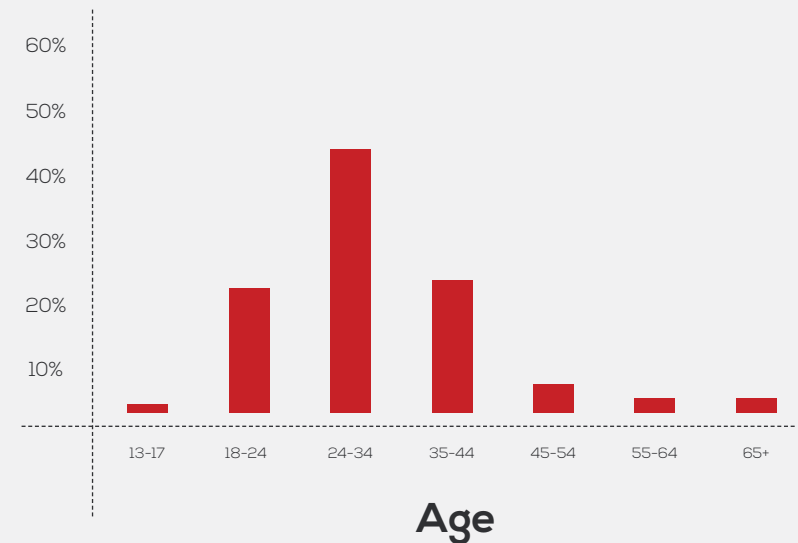


- New York Fashion Week
- Los Angeles Fashion Week
- Paris Fashion Week
- Lagos, Nigeria
- Atlanta, GA
- Detroit, MI
- Miami, FL
- Washington DC
- St. Louis, MO
- New Orleans, LA
- Chicago, IL
- Milwaukee, WI
- Dallas, TX
- Houston, TX
- Charlotte, NC
- Nashville, TN
- Las Vegas, NV
- Carnival Cruise Jamaica
- United States
- Nigeria
- United Kingdom
- Australia
- Brazil



Total Visitors

Relative Number of Plays User by Age Group



WALK GIVES



WALK's community contribution has consistently been a top priority, with donating portions of its proceeds to charitable organizations.

WALK Fashion Show Partners with the Neighborhood Service Organization to donate a ton of clothes. Quarterly the WALK Family donates over 2,000 pounds of clothing and toiletries to members of the NSO. This is coupled with the preparation of a full course meal served by members of WALK.



WALK provides free sewing classes for teenage youth interested in a career in fashion. Classes range from beginning to advanced programs. This program provides a direct career path to the fashion industry for youth in underserved areas.

WALK also sponsors models and designers yearly providing opportunity for independent artists to be featured on an international platform.

WALK provided over \$50,000 in charitable donations in 2019.

FOUNDER



Former professional model and jewelry designer founder of WALK Fashion Show. Crystal a native and resident of Oak Park, MI recently stepped out on faith and ran for State Senate in Michigan narrowly finishing second in her first ever political campaign. Now an active member of the Oak Park School board, Crystal is no stranger to education and community development. Crystal's background in the ever evolving fashion industry has been instrumental in the growth of the WALK Fashion Show brand and all of its entities.

Crystal a proud mother of one understands the importance of family and has brought the family tone to her company as each participant of WALK is recognized and treated as a member of the WALK Family. For Crystal, the ultimate goal is to provide an exciting, professional, family oriented platform for all kinds of dreams to come to fruition. It is her hope that each model goes on to be signed by an agency or ignite a meaningful career, each designer eventually finds their garments in boutiques and department stores, and so forth. She understands that within independent arts community lie many diamonds in the rough and with WALK she hopes to uncover as many as she can, attracting the national attention those diamonds deserve.



S O C I A L M E D I A



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www.walkfashionshow.com



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