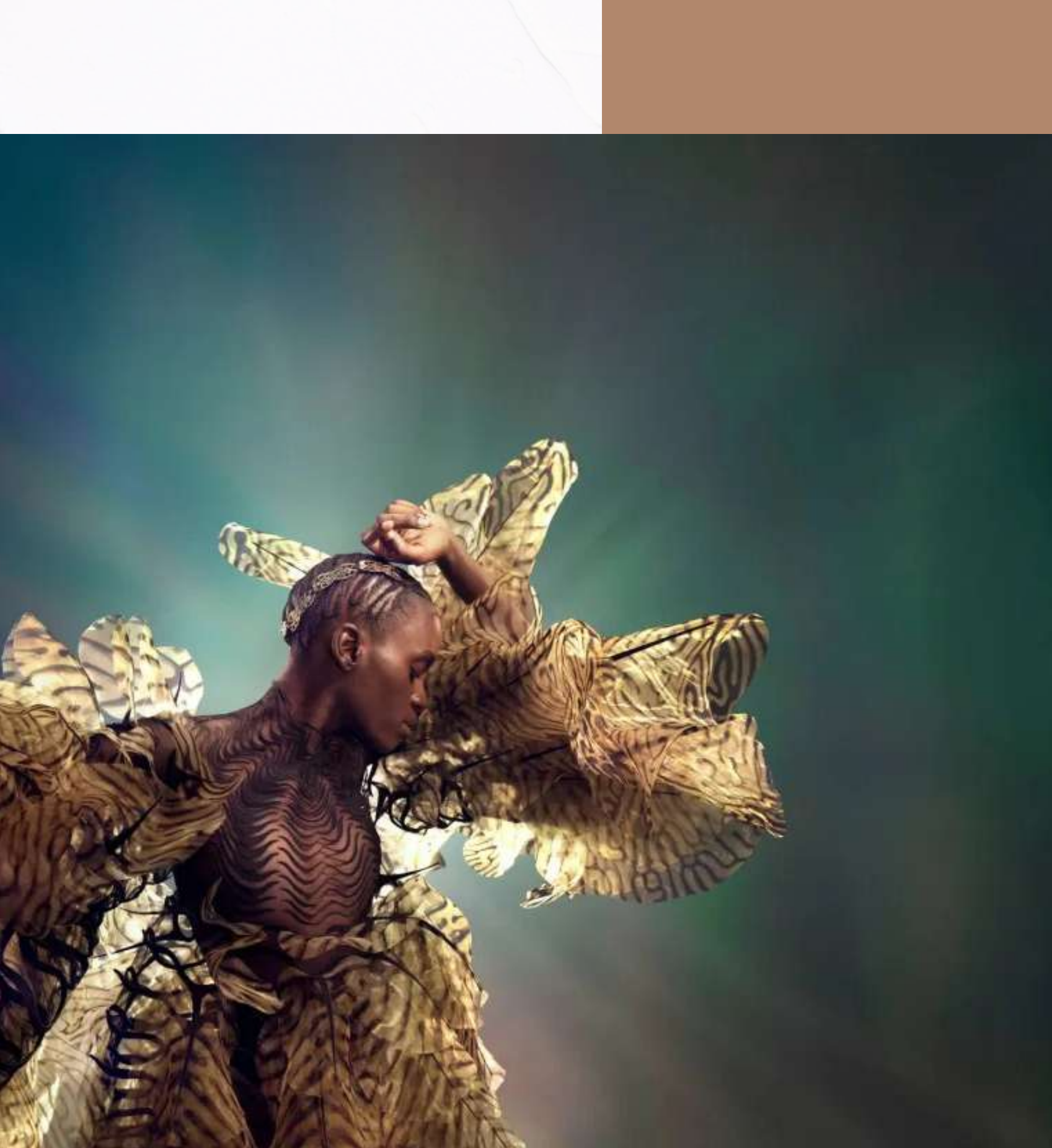




THE CREATIVE COTURE SUMMIT

Theme : Furture of Sustainable Fashion: Inspired by Nature



INTRODUCTION

Bittiner Hub, in collaboration with the University of Nairobi, is proud to present The Creative Couture Summit, an exciting initiative aimed at nurturing and promoting young fashion talent in Kenya.

This summit provides university students across Kenya with a dynamic platform to showcase their creativity and fashion design skills while building a strong foundation for future careers every year. The event also seeks to encourage the recognition of fashion as a viable academic discipline and professional path, motivating students to pursue fashion design as a rewarding and sustainable career.

The event will be implemented by Bittiner Hub and The University of Nairobi's Department of Arts & Design, with funds raised by the Frederickbittiner Foundation and others

OBJECTIVES

Provide a high-visibility platform for university students to display their creative talents in fashion design.

Cultivate entrepreneurial and design skills among young fashion designers in Kenyan universities.

Offer scholarships, mentorship, and brand development opportunities to top performers, while exposing young designers to international fashion trends through collaborations with global fashion events such as the German Fashion Awards and South African Fashion Week.



QUALIFICATION CRITERIA

Participants must be enrolled in a recognized fashion design program at a university or college, ensuring they have foundational knowledge of the industry.



TARGET AUDIENCE

- University students across Kenya, with a focus on those studying fashion and design.
- Fashion industry stakeholders, including designers, media, and investors.
- Universities and institutions offering creative and fashion studies
- Corporate sponsors invested in supporting Kenya's emerging creative talent.



EVENT TIMELINE

October 2024: Fundraising efforts by Bittiner Hub, University of Nairobi, and Frederickbittiner Foundation to secure financial support for the event.

November 2024: Launch advertising and promotional campaigns to build awareness and attract participants and attendees.

15th November 2024: Sustainability Workshop – The workshop will be aimed at discussing different topics regarding design and fashion entrepreneurship.

13th December 2024: The Creative Couture Summit will take place, gathering 1,000 participants, including 300 fashion design students from various universities in Kenya.



COMPETITION PRIZES

- **1st Place:** Ksh. 200,000 + brand production support + scholarship for advanced fashion studies.
- **2nd Place:** Ksh. 150,000 + brand production support + scholarship.
- **3rd Place:** Ksh. 100,000 + brand production support + scholarship.

All participants will receive recognition and certificates of participation.



KEY ACTIVITIES

Fashion Showcases: Participants will present their designs to a panel of judges and industry professionals.

Workshops: Experts will offer insights on topics like design, branding, and entrepreneurship.

Panel Discussions: Industry leaders will discuss relevant topics such as the future of fashion in Kenya, sustainable fashion practices, and global market opportunities for young designers.

Awards Ceremony: Presentation of prizes, scholarships, and mentorship opportunities to top performers.



LONG TERM VISION

The Creative Couture Summit aims to build the capacity of emerging and young fashion professionals, contributing to the growth of Kenya's creative industry.

The summit will position Kenya as a hub for fashion innovation in East Africa, offering exposure to global fashion platforms and opportunities for the next generation of designers.





BUDGET OVERVIEW

The total estimated budget for the event is Ksh. 20 million, covering all aspects of event production, marketing, awards, scholarships, and logistics. The Frederickbittiner Foundation will lead the fundraising efforts, supported by corporate sponsors and government bodies.

BUDGET BREAKDOWN



Category	Estimated Cost (Ksh)
Event Venue (University of Nairobi)	750,000
Event Production	1,500,000
Stage Design and Runway	1,000,000
Lighting, Sound, and AV	1,200,000
Marketing and Publicity	1,500,000
Judges and Speakers (Honoraria)	615,000
Cash Prizes	575,000
Scholarships	2,910,000
Production of Winning Brands	2,500,000
Logistics and Operations	800,000
Hospitality	1,500,000
Event Merchandise and Branding	800,000
Contingency	500,000
Workshop & Panel Discussion	
Event Venue	750,000
Event Production	800,000
Hospitality	350,000
Branding & Merchandise	250,000
Audio Visual	500,000
Marketing	500,000
Moderator	200,000
Logistics	500,000
Total	20,000,000

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

We seek to collaborate with corporate sponsors, government agencies, and industry leaders to provide financial backing for the event.

Sponsorship packages will offer brand visibility and alignment with this impactful initiative, supporting Kenya's budding fashion talent.





BittinerHub.

EXCELLENCE . CREATIVITY . ENTREPRENEURSHIP



CONTACT US

Feel free to book a meeting with us for further discussions.

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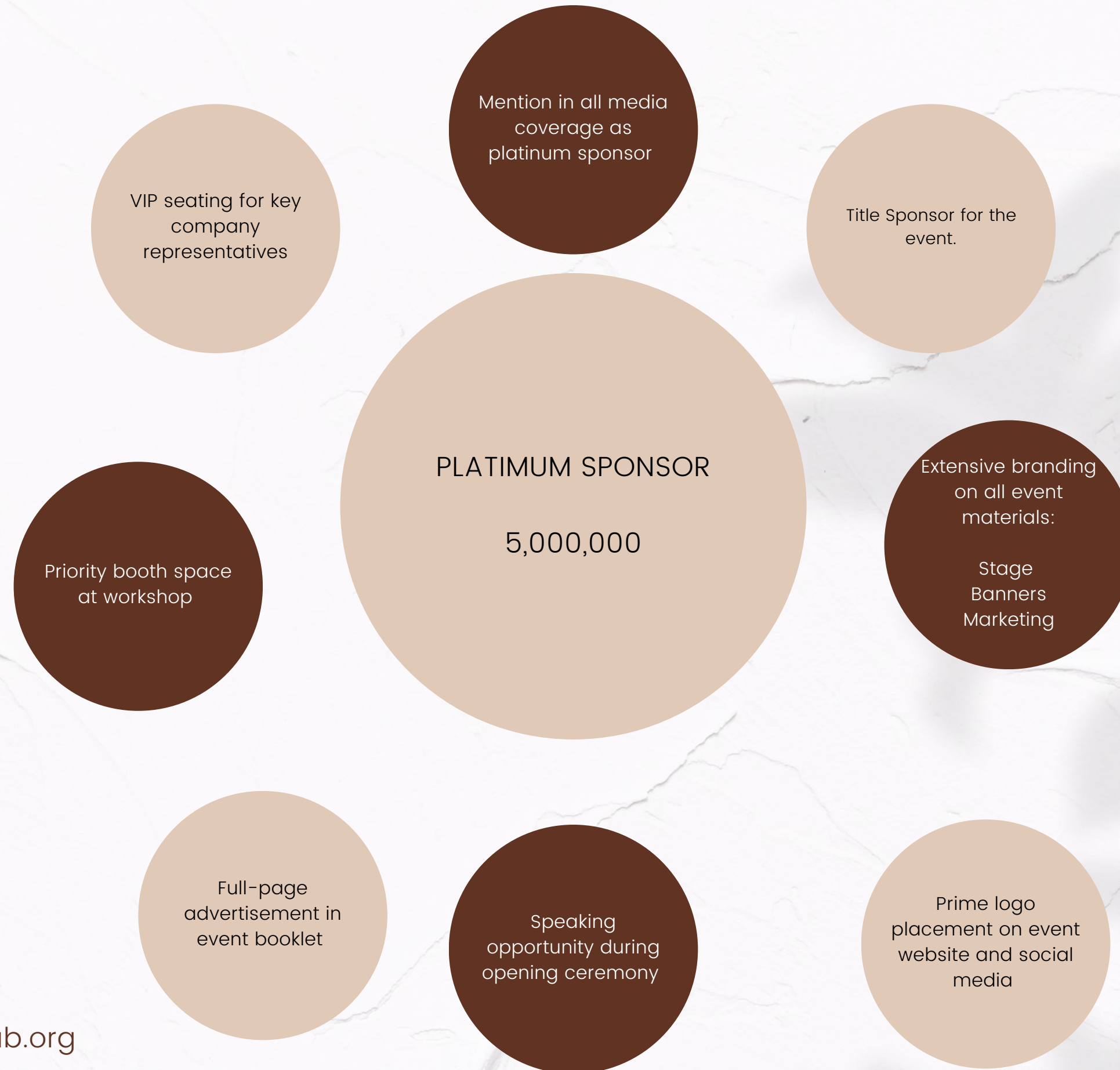
THANK YOU

The Creative Couture Summit is set to be a transformative event for Kenya's fashion landscape, empowering young designers and encouraging more students to pursue fashion design as a viable career.

We look forward to your partnership and participation in making this event a resounding success, fostering creativity, innovation, and youth empowerment in Kenya's growing fashion industry.

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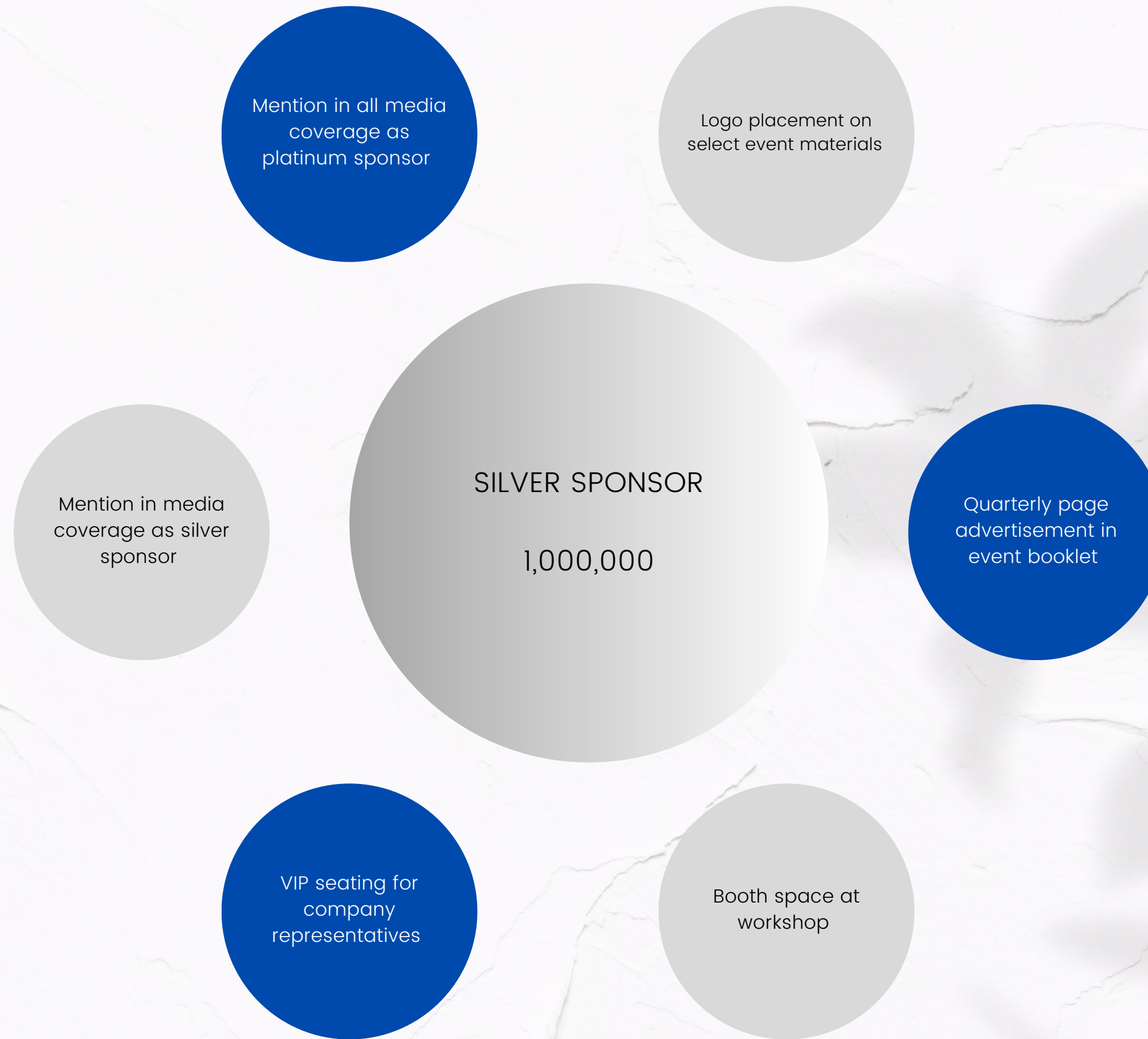
Platinum Sponsor



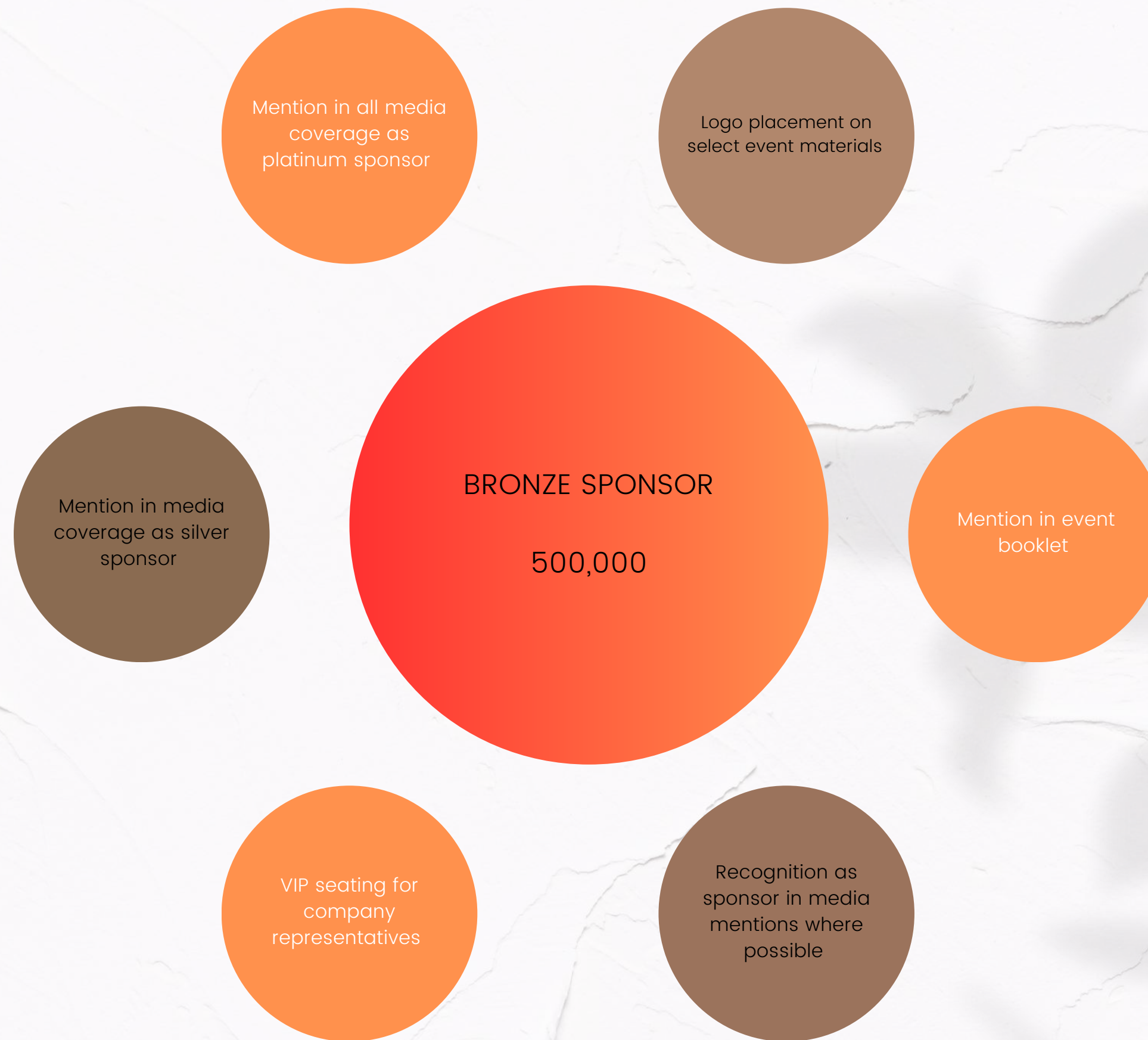
Gold Sponsor



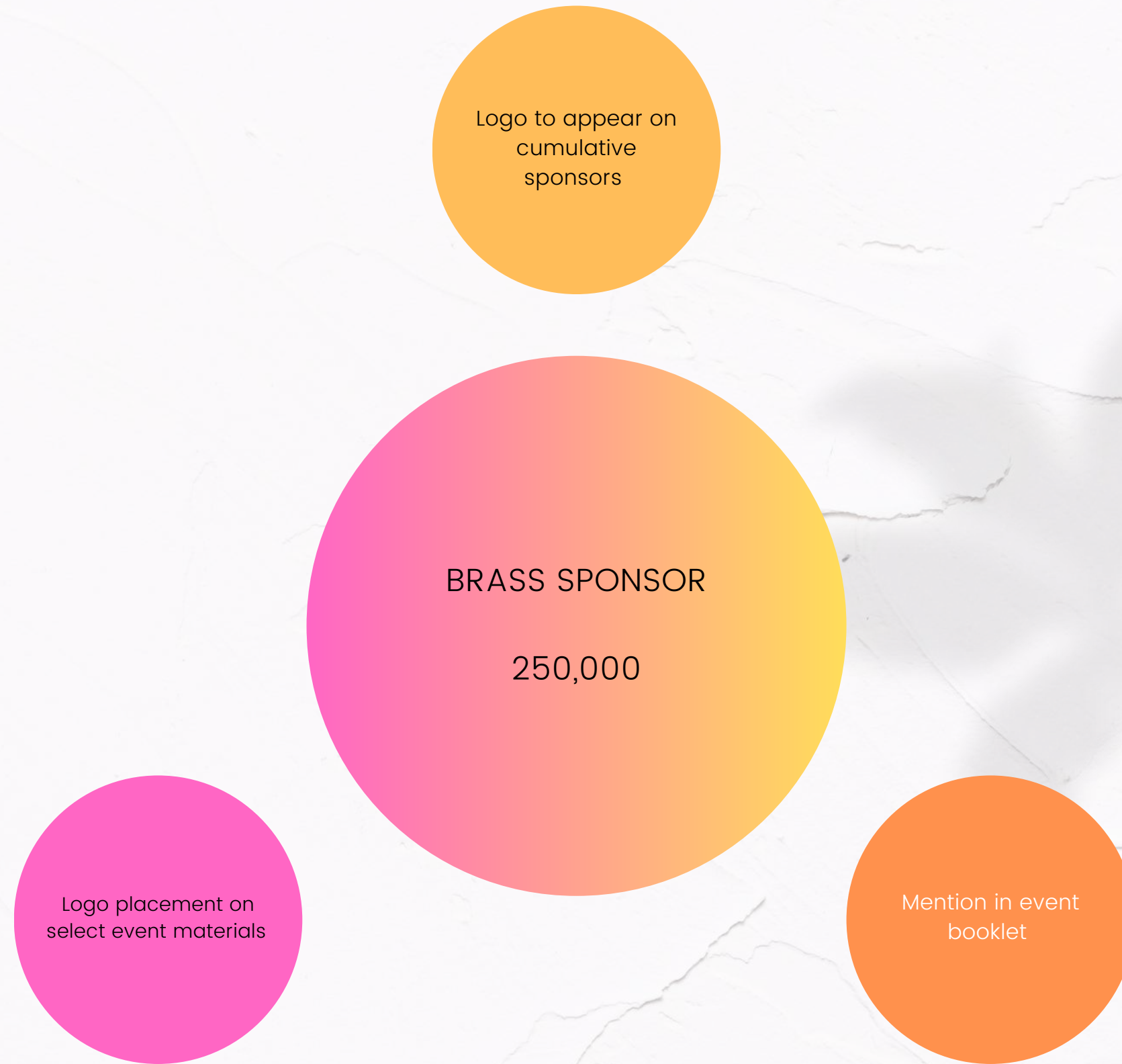
Silver Sponsor



Bronze Sponsor



Brass Sponsor



CONCLUSION

These sponsorship packages are designed to offer corporations, institutions, and brands high-impact visibility at an event that will attract industry leaders, media, and the next generation of fashion talent. Sponsors will be closely associated with a positive initiative promoting creativity, innovation, and youth empowerment in Kenya's growing fashion industry.



In Partnership with

