

# DESIGNER GUIDE

**Produced by:** CG Models • COR3 Talent • Revo Media

**Hosted at:** StudioCOR3 — Grand Rapids, Michigan

**Special Guest:** Barbara Garcia

Head of Casting, Runway7 | Founder of CG Models

*Gatekeeper of Dreams* Documentary Star



## ABOUT THE EVENT

Michigan Fashion Fest X NYFW Edition is a two-day, high-impact fashion experience bringing official New York Fashion Week energy and leadership to Michigan. Featuring casting director Barbara Garcia and members of the Runway7 team, the event provides designers with elite-level production, cinematic media, and unprecedented exposure.

This festival includes:

- A full casting day with fittings, interviews, and media
- Designer showcases with premium runway lighting and staging
- The *Gatekeeper of Dreams* documentary premiere
- Special opportunities for designers to connect directly with Barbara and the NYFW team
- A curated pipeline leading into **NYFW in New York** just weeks later

## WHAT DESIGNERS RECEIVE

All participating designers gain access to:

1. A Full Professional Runway Slot
  - High-end staging and lighting
  - Multi-cam cinematic filming
  - CG Models + COR3 Talent model casting
  - Backstage support (dressers, coordinators)
2. Premium Media Content
  - Full runway video
  - Photo gallery delivery
  - Designer interview clip
  - BTS coverage and promotional moments
3. NYFW-Level Visibility
  - Work directly with Barbara Garcia and her casting team
  - Opportunity to be scouted for Runway7 NYFW
  - Features across VxP Magazine, Revo Media channels, and StudioCOR3 platforms

- Placement in the Gatekeeper of Dreams extended universe (BTS, red carpet, interviews)

#### 4. Documentary Premiere Exposure

Designers are showcased within the premiere experience and may be included in future installments of the upcoming Gatekeeper of Dreams sequel.

## DESIGNER PACKAGES

- **Runway Basic - \$500 (6–8 looks)**
  - For emerging designers needing access to a premium show environment. Brand verbally recognized
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- **Runway Standard - \$750 (10–12 looks)**
  - A full-featured runway package with priority casting and media coverage/ content package.
- **Runway Premium - \$1,000 (14–18 looks)**
  - For established designers wanting extended looks, backstage features, and **custom LED visuals**.
- **Runway Signature - \$2,000 (20–25 looks)**
  - Headline-level exposure, creative direction support, **magazine features**, and **documentary coverage “Gatekeeper of Dreams”**
- **Title Designer (1 Available) - \$5,000 (20–25 looks)**
  - Event naming integration, priority media, full brand partnership, and NYFW pipeline access.

## DESIGNER BENEFITS

- **NYFW credibility** without NYFW travel costs
- **Insane media value** (photos, vertical edits, reels, interviews)
- **Casting director access** (Barbara's involvement is a major draw)
- **A premium runway experience** crafted by a full production team from around the country.
- **StudioCOR3's event-production ecosystem** (LED wall, CYC wall, lighting design, rain machine options)
- Pipeline to NYFW in New York
- **Documentary proximity**—rare and career-changing

## KEY EVENT DATES

### **January 30, 2026**

Casting Day • Fittings • Designer Interviews • Photoshoots • Pre-Show Party

### **January 31, 2026**

Runway Show • Red Carpet • Documentary Premiere

## NEXT STEPS

**To secure your spot, designers will:**

1. Select a package
2. Submit look count + models needed
3. Attend casting/fittings (in-person or digital. In-Person on 1/30/26. Details to follow)
4. Deliver garments in advance
5. Confirm backstage requirements

**CONTACT:**

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