# HourGlass Couture 2025 : Motivation

**From a personal perspective**

I have been an event organizer in Hermanus for more than 2 decades now. The more professional event organizers among us are always looking for event concepts that will add to the reputation of the town … remembering that Hermanus is known as the capital of the Millionaire’s Coast.

Events like Fyn Arts and Kalfiefees are a credit to the organizers and support this notion of driving and lifting the reputation of Hermanus.

Knowing that the region has the demographics for such a concept, a fashion based event has been on my mind for some years. Then, earlier this year a number of elements fell into place to make the idea a viable proposition. It was simply a matter of refining and defining the concept … sourcing some funding … and making it happen.

**The inspiration behind the idea**

Because the concept could be so important to the town, and it’s such an unusual idea, I think it’s important to understand the train of thought that led to it before you get into the normal sponsor media kit.

The challenge has been to create an event that will deliver a return for all involved in the project … the sponsors, the exhibitors, the guests, the town … and the organizer!

The perception of a modern fashion show per se, is high society glamour … but the idea of a normal modern fashion show doesn’t tick all the boxes. They are massively expensive and benefit no-one in particular. You just need to think of Cape Town Fashion week to understand this (bet you didn’t see it go past!).

It was looking back at the history of the fashion show that provided the solution.

The fashion show, as we know it, was invented by an Englishman, Charles Frederick Worth. Worth was a designer and maker of fine couture with a small number of wealthy clients. He was looking for ways to increase his sales. The idea came to him that he could organize small gatherings of wealthy socialites and seat them at tables in a prestige venue. He would exhibit his creations to the guests by dressing his wife in them … it was a fine idea, so he set to work.

No super-models strutting up and down, just his wife, Marie Vernet. She moved from table to table, showing off each garment. The ladies among the guests would place orders, specifying changes to personalise their chosen designs … the gentlemen of-course, would pay for the privilege.

The concept simply took off. Worth’s business flourished. In search of more wealthy socialites, he moved to Paris … his wife was French and there are more socialites in mainland Europe.

He re-named his business “The House of Worth” (a deliberate pun) … and so the tradition of naming designer’s workshops as “Fashion Houses” was born. The “House of Worth” was also the first to sew labels bearing its’ name into their garments … hence “designer labels”.

So the myth that the modern fashion industry was born in Paris is not true … it was invented by an Englishman from Bourne in Lincolnshire … with a simple idea that turned into a global phenomenon.

What’s important though, is to note the 4 primary benefits that resulted from Charles Worths’ exploits:

1. The reputation of Paris, known only as a centre of art at the time, was diversified to include haute couture … a reputation that continues to this day.
2. The various venues Worth used, gained and developed a whole new line of “private function” to service.
3. The “House of Worth” trade and reputation grew with each event … and each event grew.
4. Other designers followed the trend and so the “Paris Fashion” movement was born in Rue de la Paix.

What caught my attention was that everyone benefitted.

This is historical fact. Ponder these points for a moment…

**HourGlass Couture – the foundation event**

HourGlass Couture is built on the roots and traditions of those early Charles Worth fashion shows that give us a tried and tested template of success. Taking guidance from historical fact, an HGC event definition resolves to:

“A fashion show, at a prestige venue in Hermanus, exhibiting exclusive fashion wear from 2 designers, to an invited audience of selected guests, seated at reserved tables, followed by an opportunity to acquire the fashion wear being displayed.”

…which in turn resolves into the nominal event schedule of:

 **Prior to the event:**

1. The event is marketed extensively throughout the region to source and secure an active guest patronage.
2. Invitations are issued individually and personally to selected members of an HGC mailing group to ensure a mix of private buyers, business buyers and media influencers

 **At the event**:

1. Guests are greeted and taken to reserved seats by waiters
2. Guests are served with glasses of wine and canapé
3. The MC welcomes the guests and describes the event strategy.
4. There will be 1 garment “viewing” only, that includes garments from both fashion houses (either the MC or a fashion house spokesperson will describe the garments as they appear at the viewing start position).
5. Retail and ordering opportunity - guests interact with designers

Notes:

* AN HGC guest is a special person. Making each invited guess feel like royalty is the pivotal feature that will ensure the success of the whole enterprise.
* A “Viewing” was the term used by Charles Worth to describe his events. For HGC, it’s a team of 4 models, displaying the garments to the guest groups seated at each table.
* The event will be covered by a musician or similar entertainer … which is necessary particularly during the pre-welcome time and the retail & order time to avoid uncomfortable silences.

**HourGlass Couture - the movement**

A thought crossed my design team’s mind … a single event is of limited benefit to either the town or the designer. Even with the initial idea refined into a viable format for a successful event, we still hadn’t ticked all the boxes. Again it was time to draw on the experience and success of Charles Worths’ trodden path.

With yet another stunning piece of foresight, Worth was the first designer to formalize the making of garments to suit changes in weather. It became a fashion industry cornerstone. He had created a popular and successful sales vehicle … the “Viewing” … so he had the tools, the reputation and the following to create the final part of the fashion industry story … the “Seasonal Collection”. With designs divided into summer and winter wear exhibited at his viewings, he could deliver year round orders to his workshop … a concept eagerly copied by other design houses.

And so the definition of the HourGlass Couture Movement materialises:

A series of prestige haute couture viewings, where fashion designers can reveal their seasonal collections to invited audiences of wealthy buyers and influencers … under the spotlight of tastefully intense marketing.

The HourGlass Couture Movement delivers ZERO negative impact to the town, but provides a wealth of potential benefit.

**Investor motivation**

The first thing to take on board is that HourGlass Couture isn’t a “just for fun” idea. Although it will start in a small way, it’s designed to deliver real benefits to everyone involved in the project, including the town itself. But it’s only by understanding the whole concept and its’ motivation that you can fully appreciate the range of positive reasons for investing in the project.

For the business that’s not associated with the fashion industry, direct access to a focussed target audience … wealthy, high LSM group, 24 – 45 age group … could be all the motivation your business needs.

The normal business sponsor media kit follows below…

# HourGlass Couture 2025 : Media Kit

This media kit, focussed on the launch event for HGC, and is aimed at you, the business investor.

Reading the motivation above will help you to understand the importance of the event to the town, and the value of support from an investor.

For every serious investor, the start point must be the target audience … wealthy, high LSM group, 25 – 45 age group.

Now … let’s look at how we can leverage this for you.

About the event

The HourGlass Couture experience, drawn from the roots, origins and traditions of the earliest fashion shows to create an event featuring bold designs, exquisite silhouettes and unapologetic elegance that fits seamlessly into life-style appeal of the Millionaire’s Coast.

Set in the chic ambience of The Wine Glass venue in Hermanus, HourGlass Couture draws together Fashion and Culture from across the world into a memorable opportunity to acquire exclusive hand-made designer fashion wear.

The launch: Basic stat’s

Event date: Saturday November 8th

Venue: Wine Glass, Harbour Road, Hermanus

Doors open: 2:00PM

Website: www.aktileda.co.za/hgc.html

Facebook: @hourglass\_couture

Instagram: @hourhglass\_couture

Twitter: @hourglass\_couture

Event theme & schedule

* **The Event**: Surrounded by the chic venue of The Wine Glass, HourGlass Couture opens it’s doors at 2:00PM on an early summer day in Hermanus, for a celebration of world class fashion.

(sponsor promotional material will be strategically and tastefully placed throughout the venue)

* **The Designers:** For the launch event we are honoured to present Beatrice von Tresckow from the UK and an exciting up & coming designer from Cape Town.
* **The Theme:** A celebration of the timeless elegance and cultural diversity of fashion from across the world.
* The Guests: We are expecting approximately 50 invited guests that will include buyers, stylists, influencers and taste-makers.
* **The Welcome:** After guests are shown to their reserved seat, they enjoy a complimentary glass of wine and canapé nibbles, followed by a welcome & event description from the MC of the day.
* **The “Viewing”:** Our team of models will bring the garments of both fashion houses to life. The models will display each garment to the guest groups at each table.
* **The Retail & Order:** Following the “Viewing”, time will be set aside for the guests to move to the retail area to discuss purchase and orders with the designers or their representatives.

Designer’s bios:

**Beatrice von Tresckow Design**

A Go-To for Ladies occasion wear in Europe.

With celebrates like Joanna Lumley and Clair Balding endorsing the brand, the appeal has broadened to those who appreciate quality and investment, yet have an eye for style and colour in their everyday lives.

Beatrice settled in the UK in 1996, and has built a world class design studio since then.

The brand headquarters are in Cheltenham, with 2 shops in the UK … Beatrice garments appear at show throughout Europe and now South Africa.

**The support fashion house**

The supporting fashion house will be an exciting up & coming fashion designer from Cape Town.

We’ll release more details as we get closer to the day.

Target audience:

* 40% male 60% female : high LSM : age range 25 - 45
* Discerning private buyers : existing customers
* Fashion industry buyers
* Fashion forward professionals
* Creative industry influencers
* Lifestyle & fashion Vloggers

Investment opportunities:

Obviously, investment or sponsorship is always based on marketing driven ROI … but it’s important to note that we’re happy to tailor the benefits to match your specific ROI needs, aims & objectives. The investment options listed below are a guide only

* **Gold investor:**

For investment of R25,000.oo or more.

Benefits:

1. Business name, logo and mention (where appropriate) inclusion in event media content and advertising published by the organizer.
2. Preferential business name and logo inclusion in participants marketing content
3. 3 personalised event linked media features (e.g. video interview, animated social media content)
4. Primary strategic venue marketing material placement
5. Primary venue product placement
6. Stage mention (by the MC throughout the event)
7. VIP entry for an agreed number of guests
8. Folow-up or “look-back” content
* **Silver investor**

For investment of R10,000.oo to R20,000.oo

Benefits:

1. Business name and logo inclusion in event social media content and advertising published by the organizer
2. Nominal business name and logo inclusion (where appropriate) in participants marketing content
3. 1 personalised event linked media feature (e.g. video interview)
4. Nominal venue marketing material placement
5. Stage mention (by MC during introduction)
6. Complimentary entrance for 4 guests
* **Bronze investor**

For investment of R3,000.oo to R5,000.oo

Benefits:

1. Business name and logo inclusion in social media content published by the organizer
2. Nominal venue marketing material placement
3. 1 personalised event linked social media feature (e.g. vide interview)
4. Stage mention (by MC during event introduction)
* **In-kind investor:**

Variable investment value.

Benefits: (largely depend on form of support)

1. Nominal product placement
2. Stage mention (by MC during event introduction)
3. Personal name or business name inclusion in associated social media content from the organizer

Please do remember that the event name must remain ***HourGlass Couture*** only. The event title cannot be adapted to include the business name of any investor or sponsor

Visual and media promotion:

Depending on the level of your investment contribution, we will create and share branded content on a selection of the following platforms & formats:

* Facebook: full and boosted campaigns
* Instagram: standard campaigns
* Twitter: standard campaigns
* Organizer preview reels
* Designer preview reels
* Investor spokesperson preview video interviews (available for a variety of platforms including YouTube)
* Business name, logo and product image placement (as appropriate) on printed and media content
* Content inclusion (as appropriate) in Local Life magazine hard copy and on-line copy promotion items
* Strategic placement of promotional marketing material throughout venue during the event
* Professional event photography for free use in your own business follow-up marketing content
* Stage mentions during event introduction by MC
* Inclusion in post-event organizer marketing

Why partner with HourGlass Couture?

And finally, a look back at why you should partner with HourGlass Couture.

Your business is almost certainly not associated with the fashion industry, but if you read the motivation above, you can see how beneficial HGC can be to the town and its’ economy.

Hermanus is a tourism and festival based economy, and introducing a new layer of high profile attraction to the town and its’ reputation will have knock-on effects that flow down well understood streams of revenue into local business.

The HGC target audience … wealthy, high LSM group, 25 – 45 age group … is an unusually high percentage of regional demographics. This audience is brought together to be leveraged by businesses like yours, with the help of the marketing agency/organizer … if you decide to support HGC.

In general though, the benefits look like this:

* Access to the full and extensive range of Aktileda Marketing services (who happen to be the organizers)
* Custom benefit plan to meet investor aims and objectives
* Exposure of your brand to high LSM discerning product buyers
* Opportunities to associate your brand with a prestige event in a famous location
* Spokesperson access and product exposure (where appropriate) to a personal engagement audience
* Mentions and logo placements on participants marketing content

Contact the organizers:

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