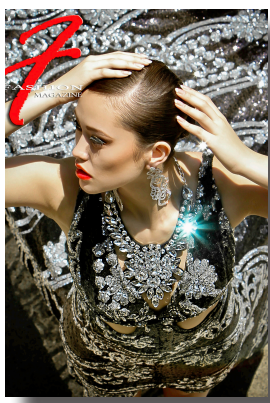




I-FASHION
MAGAZINE



L'Antonio
RESORT WEAR



editorial mission

i-*7*ashion Magazine

serves as a guide and information resource for the fashion attentive individual who is devoted to deepening their craft. Through our magazine, website, research, international and domestic social networks and events, i-fashion magazine provides readers with both the community and strategies needed to thrive in the fashion industry. Because we care about being culturally sensitive, we are culturally inclusive of talent in the fashion industry.

While i-fashion magazine is the foundation of our brand and after 10 years remains the strongest and most consistent link to our multicultural audience, i-fashionworld.com, addresses all of the needs of the fashion community. Our uniqueness lies in our diversity in scope from business to design to photography.

Thank you for taking an inside view at all that we have to offer.



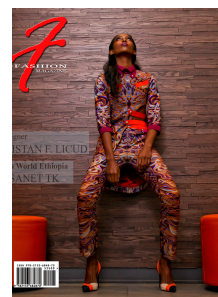
global brand strategy

I-Fashion's Magazine

Our global brand strategy is to merge new and existing talent. We are a platform to communicate with and showcase the aspiring and established fashion focused individual with a round-the-clock love of and investment in fashion. This magazine is for individuals who flex their day, week, month and year according to the needs of their fashion schedule. In other words, I-Fashion Magazine is the “Go To” platform for our new and seasoned talent working to thrive in a multicultural world.

I-Fashion Magazine is the foundation of the brand and it remains the strongest link to our audience. The magazine has given birth to many successful platforms to communicate with our audience. Our website, i-fashionworld.com, addresses the needs of the fashion community. The robust dialogue of our fashion bloggers follows the fashion trends ‘round-the-clock’, and our exclusive twitter parties routinely start at 9:00 pm to fulfill our unique need to socialize after hours, after the days limelight has ended and the night show has begun. I-Fashion Conferences and Events help the fashion discrete improve their skills and we are looking to form the I-Fashion Research Institute which will conduct national studies to keep all of us ahead of this multi-faceted industry.

I-Fashion Magazine publishes at a 8x frequency and a rate base of 850,000. This business strategy allows I-Fashion to invest in its multiple platforms and maximize business opportunities.



Mission

Career fashionistas were at the epicenter of buzz-worthy news in 2017, and I-Fashion helped lead the way! From supporting diversity on the runway, to encouraging and assisting fresh new talent to pursue their dreams, I-Fashion demonstrated its unparalleled leadership in giving new fashion guru's, advice and a voice.



i-Fashion Kids

i-Fashion magazine is becoming the focal point for parents and caregivers who wish to start their kids modeling career. We provide consulting to parents/caregivers as well as resources such as articles and links to help ground them in their journey.

Runway Coverage

i-Fashion continues to bring you the latest runway shows from all over the world, featuring brand new designers as well as those new to the industry. In fact, the i-Fashion Team has received multiple awards for their fashion coverage, including in New York and Toronto. i-Fashion has been selected to be media sponsors for various high-end shows. In addition, our team of talented photographers have been chosen to exclusively shoot editorials during the Fashion Week shows.



Diversity in Fashion

i-Fashion supports diversity and inclusion. We remain conscious of race and culture and choose to consciously represent the fashion world in all of it's beauty, complexity, and nuance. The i-Fashion team is unique in that we value all shades of beauty and make a point of highlighting them in creative ways through of choice of models, designers, MUAs, photographers, hairstylists and all fashion related professionals.





L'Antonio

RESORT WEAR

LAntonio is a collection of original designs coupled with a selection of various and specific designer clothing and accessories geared towards resort wear.

The roots of LAntonio are grounded in the love of tropical living. Particularly the country of Costa Rica where I was born. We have a saying called Pura Vida, meaning simple life, free of stress, a positive and relaxed feeling; and so my passion was to create a line that was simple, beautiful and stress free.

In addition to the look, my vision is to add to the ease of being at a resort by allowing you to move from beach or poolside to a restaurant or lounge without the hassle of changing outfits.

My lens as a photographer drew me to specific designers who would both compliment and add to the simple and elegant look of LAntonio. Not only do we sell originally designed individual pieces, we sell the whole look. It is understood that one piece of garment does not stand alone, it is the whole ensemble; anything from the swim suit, coverup, jewelry and/or handbag is available for your purchase. We invite you to come share in the LAntonio experience.



editorial calendar



Fashion Week Special (Feb) The Model Guide Issue

New York Fashion Week Special showcasing the best new and seasoned designers

- NYC Live Fashion Show
- Couture Fashion Week
- Henry Picado
- Clavon Leonard

PLUS:
Exclusive editorial from Style and Couture fashion week shows

•• NO AD ••

December/January The Model Guide Issue

Starting the year with some of our favorite designers and aspiring models

- A look back at 2017
- Designer Lola Loves Cargos Exclusive private show
- Model in the making Jennifer Dinh

PLUS:
Part 1 of the Transformation by photographer Karl M. Lee

•• AD close: 12/15/2015

April/May The Model Guide Issue

10 year Anniversary Issue. Looking back with i-Fashion

- The return Of Sala J
- First time models show their talent
- Several Great new looks

PLUS:
Part 3 of the Transformation by photographer Karl M. Lee

•• AD close: 04/15/2015

February/March The Model Guide Issue

Taking a look at fashions from all over the world, giving up and coming designers too show their talent

- Designer JJ Creations from Grenada W.I.
- Tristan Lucid from Canada does editorial in Cuba
- Photographer Nina Pak graces the cover with Flower Child

PLUS:
Part 2 of the Transformation by photographer Karl M. Lee

•• AD close: 02/15/2015

June/July The Model Guide Issue

Introduction of L'Antonio Resort wear

- Swimwear from all over the globe
- First Look at Miami Swim
- Putting together your full resort wear wardrobe

PLUS:
Part 4 of the Transformation by photographer Karl M. Lee

•• AD close: 06/15/2015

editorial calendar cont.

August/September The Model Guide Issue

Showcasing those wonderful fashionable kids

- Top 10 Children Agencies
- Scheduling Issues work /school and go sees
- Incredible children designers
- Wardrobe for expectant moms

PLUS:
Some of the cutest kids fashion shows from around the globe

•• AD close: 08/15/2015

Fashion Week Special (Sept.) The Model Guide Issue

New York Fashion Week Special

- Coverage of some of the local of site shows
- New designers first shows in NY
- The hottest Editorials for 2019

PLUS:
Exclusive coverage of 15 plus runways shows

•• NO AD ••

October/November The Model Guide Issue

A deep look inside the fashion industry and the true cost of your garments

- The ethical side of fashion
- How to be a conscious consumer
- Online shopping Yes or No

PLUS:
Fashions from africa

•• AD close: 10/15/2015

ALL ISSUES AND TOPICS SUBJECT TO CHANGE





Get a high ROI with an ad in I-Fashion.

800,000* readers take notice!

Give your brand high visibility among an influential audience of:

- Your current and prospective colleagues
- Additional Editors
- Media Executives
- Fashion Professionals
- Chamber of Commerce Members

86%

of readers had brand association after seeing an ad in the magazine.

47%

of readers recalled an ad in the magazine.

65%

of readers took any action after seeing an ad in the magazine.

