



A
CREATIVE
Era
A LOOK INTO THE FUTURE

2024

MEDIA KIT

TABLE OF CONTENTS

PAGE 3 **MISSION**

PAGE 4 **AUDIENCE**

PAGE 5 **ANALYTICS**

PAGE 6-11 **PARTNERSHIPS**

PAGE 12-14 **PAST EVENTS**

PAGE 15 **CONTACTS**

PAGE 16 **THANK YOU**



STRAIGHT WALK RUNWAY IS...

We are more than just a model academy and fashion production company – we are a vibrant hub for all things fashion! Our mission is to provide **a dynamic platform for creatives in the fashion industry, nurturing models and fashion enthusiasts** alike to build a strong foundation in the world of fashion while boosting their **confidence** and **self-esteem**.

AFFLUENCE AND LEADERSHIP

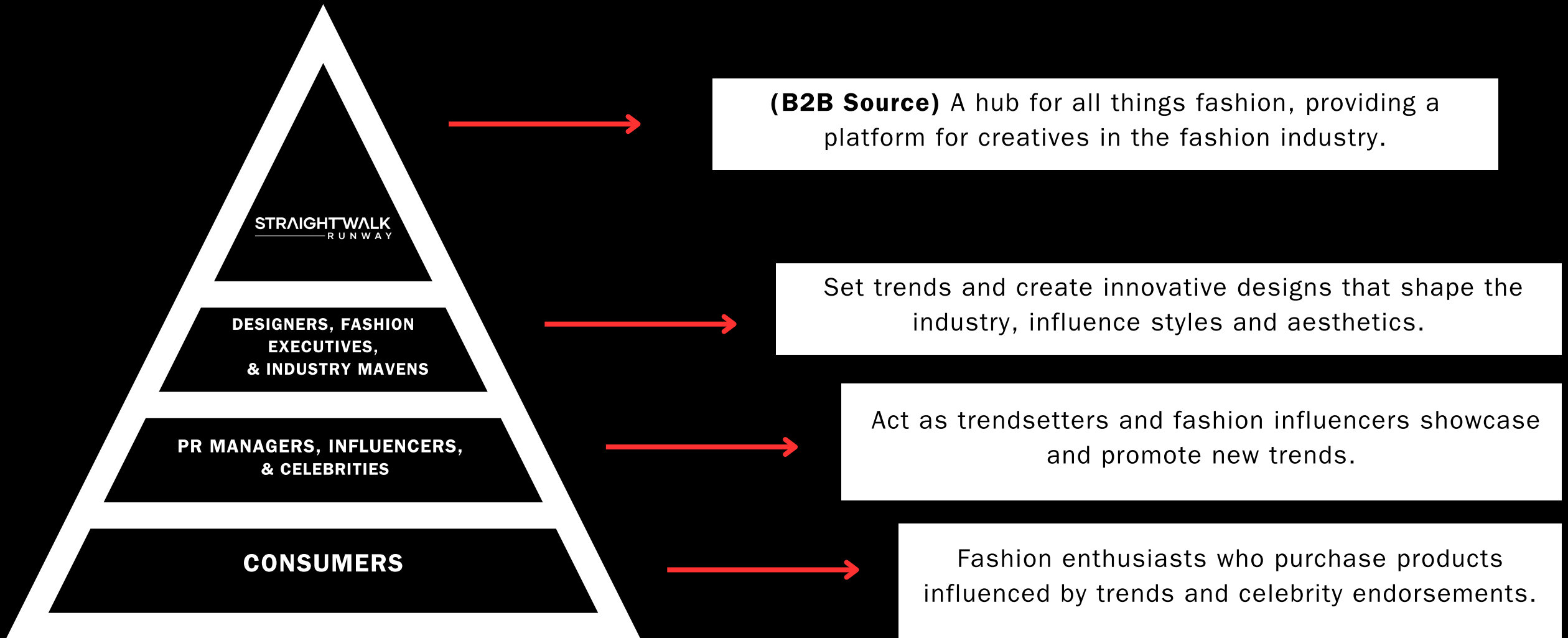
AUDIENCE

NEWSLETTER SUBSCRIBERS 12K
UNIQUE VISITORS 50K
SOCIAL FOLLOWING 10.2K

DEMOGRAPHICS

FEMALE 71%
MALE 29%
MEDIAN AGE 22
MEDIAN HHI \$90,000+
US 84%
INTERNATIONAL 16%
SENIOR MANAGEMENT 64%
ADVERTISING MARKETING PR 49%
FASHION/APPAREL INDUSTRY 60%

DUAL INFLUENCE



MARKETING + PARTNERSHIPS

Sponsorship Opportunities

Companies can partner with us through sponsorship, gaining visibility and exposure to our audience. Sponsors can showcase their products or services at our fashion shows, reaching a targeted demographic of fashion enthusiasts.





Brand Ambassadorships

Companies can partner with us by appointing brand ambassadors from our pool of models or influencers. This collaboration helps in promoting their brand and products to a diverse audience through the personal influence of our ambassadors.

MARKETING
+ PARTNERSHIPS



Collaborative Collections

Fashion brands can collaborate with us to create exclusive collections or runway shows. This partnership allows brands to showcase their creativity and reach a wider audience through our platform.

MARKETING
+ PARTNERSHIPS

MARKETING + PARTNERSHIPS



Exclusive Events

Companies can partner with us by appointing brand ambassadors from our pool of models or influencers. This collaboration helps in promoting their brand and products to a diverse audience through the personal influence of our ambassadors.



Product Placement

Fashion companies can partner with us for product placement opportunities during our fashion shows. This strategic partnership allows brands to showcase their products in a high-profile setting, attracting attention from industry insiders and fashion enthusiasts.

MARKETING
+ PARTNERSHIPS



MARKETING + PARTNERSHIPS

Digital Marketing Collaborations

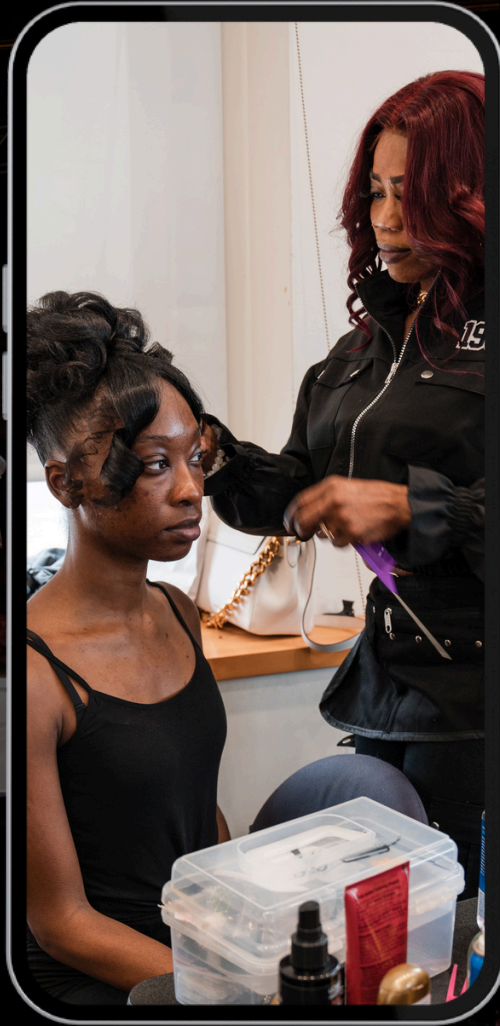
Companies can partner with us for digital marketing collaborations, including social media promotions, content creation, and influencer partnerships. This collaboration helps brands to enhance their online presence and connect with our engaged audience in the digital space.



Partnering with Straight Walk Runway **opens doors to a variety of collaborative opportunities** that can help fashion brands enhance their visibility, engage with a targeted audience, and elevate their brand presence in the fashion industry.

A CREATIVE *Era*

A LOOK INTO THE FUTURE





CONTACTS

Contact Straight Walk Runway today to start the conversation.

SHEREENA

President

shereena@straightwalkrunway.com

ZACK

Production

nyfw@straightwalkrunway.com

DAPHNEY

Marketing

info@straightwalkrunway.com

STRAIGHTWALK
— RUNWAY

RUNWAY FASHION
7

S
STRAIGHTWALK
— RUNWAY

THANK YOU