

**Daren Gray's**

# **Super Shoot**

**DGSS a lifestyle, fashion, and glamour branding opportunity.**

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**DGSS** is lifestyle, fashion, and glamour branding opportunity.

**DGSS** showcases various artists in a high fashion / glamour photo shoot. It gives sponsors a branding opportunity during a multi city super shoot tour.

## Vision

During the Super Shoot we highlight your product three times.

**(the shoot)** The first part of the triad is a high fashion / glamour photo shoot. Using a canvas of models located in the most crazed, fashion frenzied cities, designers, photographers, stylists and make up artists will have an opportunity to turn bare bodies and landscapes into artistic masterpieces.

**(the show)** Next, using the same cast and crew from the photo shoot, artists will bring their pieces to life during a fashion runway experience.

**(the Party)** as interacting with customers is essential to maintaining the relevance of a brand, DGSS will culminate with a social networking event.

## Average attendance per event:

The Shoot	26 Models
The Fashion Show	400 patrons
The Party	600 patrons

## Target audience

**Photo Shoot**  
98% Female 18 -29  
Average income \$27,500  
Single  
No Children

## Fashion Show

70% Female 18 - 40  
Average income 36,000  
80% single  
60% no children

## The Party

Average age 25  
52% female



# Daren Gray's Super Shoot

DGSS is promoted via  
Radio  
Television  
Flyers

Contact  
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