

11 June 2019

## **Truro Trend Fashion Week 2019 – Invitation to be involved**

Dear Fashion Retailer or Hair & Beauty Business,

**We're writing to invite you to join in with Truro Trend the city's annual fashion and beauty week from 5th – 12th October, which is organised and funded by Truro BID.**

Truro Trend aims to promote the great range of independent and high street brands with in-store events and offers, and on Wednesday 9th October the high-profile 'Catwalk at the Cathedral'.

To celebrate retail and hair and beauty services our great little fashion city, we're keen make Truro Trend bigger this year with more businesses involved. It would be brilliant if customers could shop throughout the week and choose from lots different in-store events and offers across Truro's clothing, accessories and shoes shops, as well as hair and beauty salons.

Ideas for in-store activities include clothing shops offering make up demos or having a Colour Me Beautiful image consultant in-store; or depending on your business offering a lucky dip or a discount off clothes or hair and beauty services. In previous years local businesses have partnered up to deliver in-store events, e.g. a nail technician going into a clothes shop. Let us know if you'd like to collaborate so we can link you with other like-minded businesses.

To promote Truro Trend, we'll deliver a marketing campaign, which includes using [visittruro.org.uk](http://visittruro.org.uk) and @visittruro on Facebook. We will be issuing media releases as we hope to achieve coverage again in print, radio and TV. As with last year we'll be active on Facebook (@TruroTrend) and we've just created a new Instagram account (@TruroTrend), please like, follow and share us!

Participating businesses will be expected to help to promote the week with marketing materials which we'll provide (posters, flyers, social media visuals).

**To be part of Truro Trend, select as many options as you like from the list below and email your requests to [lindsey.craik@truroid.co.uk](mailto:lindsey.craik@truroid.co.uk) by Friday 28th June.**

**A. Host an event or offer in your store or business during the week.**

*We don't need details of your in-store event by this date, just your commitment to the event.*

**B. Take part in the 'Catwalk at the Cathedral' fashion show in the evening of Wednesday 9th October. There are limited spaces, please contact us ASAP.**

**C. Contribute to Hair and Make-up for the catwalk (evening of Wednesday 9th October).**

*You'll be credited on the night and in social media for participating.*

**D. Have a trade stand at the Fashion Show – £25 (+VAT).**

*Cost covers infrastructure costs (includes power and table).*

We look forward to your reply. Please contact us with any questions you have about Truro Trend.

Kind regards

Alun Jones, BID Manager

BID Office, First Floor, Truro Library, Tel: 01872 273999