

THE NONIC TOUR



NON¢ TOUR - DEFINED

NON¢ is an experience. A sensory immersion into the world of the Loha Vete brand. Fashion is ruled by the ridiculous, fueled by the nonsense - this is what we celebrate.

A recurring event taking place exclusively during Fashion Week , NON¢ is Loha Vete's take on what a fashion event should be - artful, unexpected and unorthodox, it lives outside the cookie cutter fashion experience of forgettable and recycled events.

Curated by Loha Vete designer Max Zubari, the evening will feature a set designed atmosphere created in collaboration with a select group of friends of the Loha Vete brand.

NON¢ TOUR BUS

The inaugural event is proposed for January 20th 2017 on a Party Tour Bus during Paris Fashion Week.

The interior will be fully installed by Loha Vete with the cheesiest of the cheese decorations, a drum kit, amps and microphone set up in the centre with a the buses main speakers controlled by a DJ between performances.





A map will be provided to VIP guests, editors and buyers, detailing the route that will be taken by the bus in the premier arrondissement for a few specified hours, so they will know where they can be picked up.



Once on board, guests will be treated to sponsor's goods such as beverages and any merchandise that may be created in conjunction with Loha Vete. There will be an exclusive "backstage" area that will have certain key pieces from Loha Vete's new collection.



NON¢ - BANDS

Whether the talent is known or unknown, is not important to the success of NON¢. It's more about showcasing talent in a designed environment with selected musicians, bands and DJs. .. but really we're aiming for the Rolling Stones!

Loha Vete has aligned with the William Morris Agency (<http://www.wmeentertainment.com/>) and Atlantic Records [<http://www.atlanticrecords.com/>] to provide this year's musical talent. We would love to extend our network to find new and upcoming talent whether they be found on the street or through an introduction from a major record label or agency.

A strong presence of Rock n Roll will likely influence the soundtrack, however there are no limitations on what type of music each event will have.





NON¢ - PARTNERS

Loha Vete is looking to align with complementary brands to sponsor unique elements of the evening - showcasing their products within and throughout the designed environment to maximize exposure and reach for a mutually beneficial and seamless experience.

NON¢ presents brand partners the opportunity to have a presence during Paris Fashion week by aligning with Loha Vete through this unique event platform. It also affords [participants the ability to highlight their brand to key media, celebrities and influencers that will be in attendance. Areas of sponsorship desired include Alcohol/ Beverage and Media.

LOHA VETE - THE BRAND

Loha Vete is a fashion brand focused on luxury goods made in Italy. Drawing inspiration from the mundane to the insane, Zubari explores the beauty found in destruction, often elevating everyday overlooked elements into wearable art.

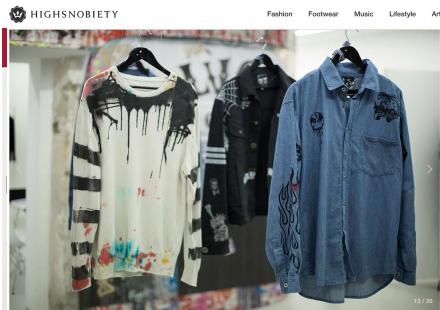
Walking the thin line between love and hate, the collection incorporates opposing aesthetic perspectives of deconstructed and disheveled glamor to clean and polished elegance. Approaching the design process with an appreciation for the unique and outrageous, an attitude of unexpected irreverence and satire, and an utmost focus on quality and craft, Loha Vete is a realist brand that endeavors to create luxury pieces that sit on the cutting edge of fashion.



PRESS

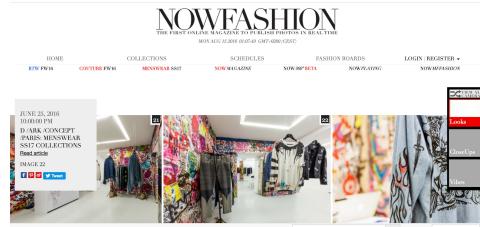


VOGUE UK



Highsnobiety.com

MET Museum NY - Chaos to Couture



Now Fashion

Marie Claire CHINA



Grazia

PRESS



The Top 10 For Ramadan

1. "My Dior" yellow gold ring by Dior Fine Jewellery 02 Stretch knit and mesh top by Bottega Veneta at Net-A-Porter.com
03 Red leather bag with metal details by Chanel 04 Trapèze bag by Z Spoke 2x Pissen at Saks Fifth Avenue
Reclaimed Gold Bullion necklace by Loha Vata at Moda Operandi.com 05 Gold and diamond "La Strada" watch by Chopard
06 Kaftan by Missoni 08 Fragrance by Bois Acca
09 Metalic and gold jumpsuit by Zimmermann 10 Kaftan by Ganni

16 VILMOS / János Lajos

Velvet

InStyle

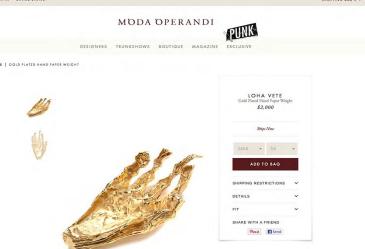


JCN 2002; 19(8):1003-103

2012-2013



Nylon Guys



Moda Operandi



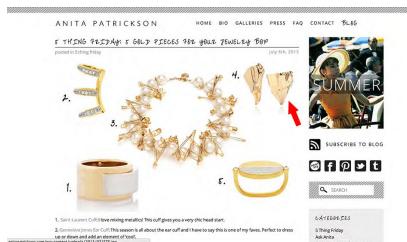
Velvet



Hint Fashion Magazine



Inside



Anita Patrickson

INSTALLATIONS



INSTALLATIONS





EXCLUSIVE SPONSORSHIP PACKAGE

£10K

CO-BRANDING AND EXCLUSIVE MERCANDISE :

- Logo to be included on all branded material for communication including; invite, PR materials (press release), social media hashtag.
- PR / marketing surrounding the Tour
- 10 VIP passes to event
- Exclusive co-branded Tour T-shirt (limited edition)



- Exclusive merchandise to be sold to a key international stockist / partner. Percentage of sales to be shared with sponsorship partner.
- Exclusive product placement with co-branded merchandise to top tier press/VIP/celebrity/musicians



SOCIAL MEDIA CAMPAIGN #NON ¢:

- ➔ Loha Vete to create bespoke co-branded viral content in a video/film format (example provided on request)
- ➔ Event to be streamed from Facebook LIVE hosted by Loha Vete
- ➔ LIVE stream to feature interviews and footage of the bands performing on the bus
- ➔ #NON¢ and brand will be posted on all social media content and co-branding opportunities
- ➔ Bespoke guerilla style social media stunt activity to be created with co-branding (concept tbc).



PRODUCT SPONSORSHIP PACKAGE:

- ➔ Logo to be included on all branded material for communication including; invite, PR materials (press release), social media hashtag
- ➔ VIP passes to event
- ➔ #NON¢ and brand will be posted on all social media content and co-branding opportunities



LOHA
VETE

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