



Marketing News

Signature Eyewear's Carmen Marc Valvo Eyewear Brand

A Runway Paved with Gold

Posted to Reuters Blog by: Jan Paschal

Who needs the runway when Goldfinger's got your back?

Fashion industry watchers wonder whether more designers will use Times Square's neon signs as a virtual runway in the future, like **Carmen Marc Valvo** did with his spring/summer 2010 show during New York Fashion Week. More to the point, will more designers follow his lead next time by asking the World Gold Council and the Nasdaq OMX Group Inc. — or other financial markets players — to help foot the bill?

A **Valvo** spokesman says the cost was “about half” that of a runway show in the Bryant Park Tents. The tab usually starts at \$100,000 and can run \$250,000 or more, depending on how many models and special effects are involved. This was perhaps the flashiest example of how designers, hit hard by the recession, are seeking more sponsorships to finance their New York shows than in the past.

Even with gold trading above \$1,000 an ounce, that's still less than what some of **Valvo's** gowns go for at Bergdorf Goodman, Neiman



Marcus and Saks Fifth Avenue.

The World Gold Council's Duvall O'Steen said the group paid 10 models and other show expenses — the first time it's taken such a high-profile role at Fashion Week.

In fact, the World Gold Council is getting more requests now for corporate event sponsorships than it can accommodate, O'Steen said. And it's happening after a year when a drop in world gold mining production curbed its

budget for such affairs.

Michael Quintanilla, who covers fashion for the *San Antonio Express-News* and two other Hearst newspapers, told *Reuters*: “Times Square was the perfect place for a fashion show. With all that neon, it's very 'Blade Runner.' I loved the format. You could drop in when you wanted, have a cocktail, talk to **Carmen**, see the clothes and leave, without being herded into a space like cattle and being forced to wait.”

Carmen Marc Valvo Makes Times Square His Personal Runway!

At the recent *New York Fashion Week*, Carmen Marc Valvo took the unprecedented step of presenting his Spring 2010 runway collection at a private reception at the Nasdaq headquarters. The theme of the collection was “gold” so what better place to display the collection than a financial institution synonymous with the price of gold.

The intimate show was simultaneously broadcast on three of the giant jumbotrons in Times Square, allowing thousands of New Yorkers and tourists alike to gather in the famed square (which has recently been made more pedestrian-friendly) to sit back, relax and enjoy the show.

Signature Eyewear is proud to design the

Carmen Marc Valvo eyewear collection.

Optical frames can be found at better optical stores nationwide and the sunglass collection is available at carmenmarcvalvo.com.

signature[∞]
eyewear