

make it!

The Handmade Revolution



Calgary Press Kit

Make It is the largest event of its kind in western Canada. It is an upbeat experience that gives enlightened shoppers the opportunity to buy directly from Canada's top urban artisans and designers!

Art * Clothing * Accessories

Friday, November 6
(4pm - 9pm)

Saturday, November 7
(11am - 6pm)

Sunday, November 8
(11am - 5pm)

@ The Chinese
Cultural Centre
197 first St SW



MakeItCalgary.com

make it!

The Handmade Revolution

Make It Calgary

When: November 6th (4pm-9pm), 7th (11am-6pm) & 8th (11am-5pm)

Where: Chinese Cultural Centre - 197 First Street SW

Make It comes to Calgary just in time for the holiday season. We have taken Vancouver and Edmonton by storm and now it is Calgary's turn!

Wondering where to find the coolest, hippest handmade gifts for everyone on your holiday list? Do you want to support talented Canadian artisans and designers instead of huge multinational chains? Would you rather listen to the hottest DJs rather than crappy Christmas music? Well then Make It is the place you want to be this November 6th-8th! Shop from over 70 of Canada's hottest emerging designers under one roof.

What sets Make It apart from a typical craft show is the funky, upbeat atmosphere. Top DJs will be spinning urban beats as you peruse the booths creating a fun party vibe. This is definitely not your "granny's craft show" and therefore there will be no pinecone art or popsicle stick reindeers in sight! At Make It you will only find cool, innovative and stylish items that generally fall into the fashion, art, accessories, jewelry and home decor categories.

A shopping experience for the next generation who crave something different.

Join the Handmade Revolution and feel good about what you buy!

The inspiration for Make It occurred when designer Jenna Herbut (www.bootybeltz.com) and her brother Chandler Herbut (www.oleoriginals.com) found it hard to persuade friends to come visit them at traditional craft fairs. Doilies and pressed flower bookmarks were not their cup of tea and they felt that if the shows were more fun and exciting it would be easier to get peers to stop by. Jenna and Chandler knew the importance of branding and positioning so they decided to give the typical craft show a much needed marketing makeover! Make It is a modern fashion, art and design extravaganza for anyone who loves style, individuality and everything fabulous!

make it!

The Handmade Revolution

The Goals for Make It:

- *To create public awareness, support and media attention for the Canadian fashion and art scene (our last shows received media attention from Global, CTV, Shaw, The Edmonton Journal, Georgia Straight and Breakfast Television)
- *Showcase fresh Canadian designers & artists
- *Provide a hotbed for emerging talent
- *Re-brand "craft shows" to appeal to a young, hip, urban demographic
- *Create a positive environment for designers and artists to sell their products to the public
- *To establish a sense of community between designers, boutique owners and media
- *To team up with local businesses and a charity for a win-win dynamic

Breakdown of Make It's Target Market:

- *Predominantly customers aged 20-38
- *Post-secondary students and young professionals

Buying Characteristics:

- *Willing to spend money on exclusive items found in local boutiques and specialty retailers
- *Conscious consumers who are supporters of local and independent businesses
- *They appreciate quality and uniqueness of what they buy
- *Love culture and are environmentally conscious

Predicted Attendance: 4000+

Admission \$5 at the door
First 25 shoppers in the door each day will receive a goodie bag!

For media inquiries please contact:
Jenna Herbut
778 233 7468
jenna@makeitproductions.com

Thank you for supporting Calgary's fashion and art community!