

# BIKINI WEEK 2011 TOUR

## Bikini Week Launches 7-Market National Tour.

### Overview

**A national series of swimwear fashion events with a measured and strategic rollout to 7 markets. This globally focused series is designed to feature a mix of new and mature brands and is aimed at providing a platform for local, national and international talent.**

### Background

Bikini Week began as a San Diego event that showcased local and international designs and local venues. The competition's success led partners to demand a national series. Today the event showcases the best swimwear fashion designs and the best hotspots in 7 markets nationwide with a culminating final competition in San Diego. The target demographic is 21 to 35 year-old market makers in all 7 markets. Bikini Week is designed to appeal and cater to trend-setters – those on the cutting edge of entertainment and fashion consumerism.

### Marketing

Bikini Week uses a wide range of tactics to promote the competition and shows including aggressive ad buys, partnering with regional and national media, market-specific media relations, extensive social media and viral campaigns, and local guerilla marketing tactics such as street teams, one-off events, community and celebrity outreach and street competitions all designed to focus attention on Bikini Week events.

### Produced by

ASC Events is the creator of Bikini Week, one of the most talked about events in San Diego over the past two years. In 2011, Bikini Week becomes a national 7-market tour, led by the multi-talented production team at ASC Events, owners of A Style Concierge and a variety of other events.

### 2011 Dates and Cities

**February 9-13**

Las Vegas, NV

**March 9-13**

South Padre Island, TX  
Lake Havasu, AZ

**March 16-20**

South Beach Miami, FL  
Palm Springs, CA

**March 23-27**

Fort Lauderdale, FL  
San Diego, CA

**May 18-22**

Final Event in San Diego, CA



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