

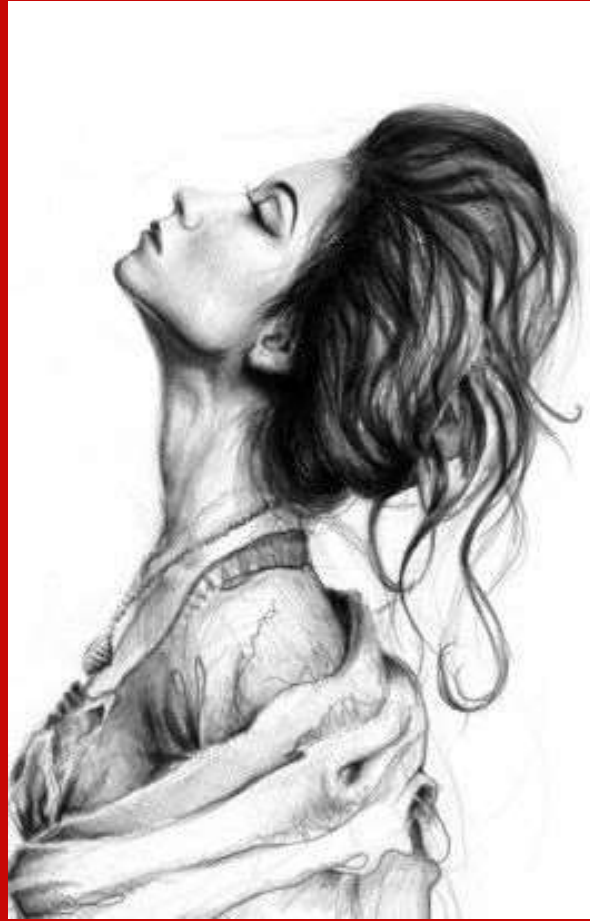


MISS AND MRS. GORGEOUS WORLDWIDE



INDIA &
INDONESIA
CELEBRATING
70 YEARS OF
FRIENDSHIP





AN ODE TO WOMEN



PRESENTING
MS. & MRS. GORGEOUS WORLDWIDE
2020
IN BALI, INDONESIA



✧ THE EVENT IS CONCEPTUALIZED TO HONOUR WOMEN WHO HAVE ACHIEVED SUCCESS IN THEIR RESPECTIVE LIVES AS A PROFESSIONAL & CAREER WOMAN, HOMEMAKER WHO STILL YEARNs FOR BEING ON A WORLD STAGE TO LIVE & FULFIL HER DREAMS

✧ THE CONTEST WILL BE OPEN TO ALL WOMEN OF INDIAN ORIGIN WORLDWIDE

✧ THERE WILL BE COUNTRYWIDE AUDITIONS IN INDIA TO SHORTLIST SUITABLE CONTESTANTS WHO WILL BE TAKEN TO BALI FOR THE GRAND FINALE

✧ IT IS EXPECTED THAT AROUND 80 CONTESTANTS WILL TAKE PART FOR THE CROWN OF MS. & MRS. GORGEOUS WORLDWIDE 2020

✧ THE EVENT IN BALI WILL SPAN 4-5 DAYS IN WHICH THERE WILL BE SUBCONTESTS AND VIDEO & PHOTO SHOOTs, AND THE GRAND FINALE

✧ THERE WILL BE AN EVENT TEAM OF AROUND 20 INCLUDING WELL KNOWN JURY MEMBERS FROM THE FILM & FASHION WORLD AND RENOWNED GROOMING EXPERTS





SHOW DIRECTION & PRODUCTION

LIZA VARMA

One of **India's leading Fashion Show Directors**, she has directed and managed over 2,500 fashion and luxury lifestyle events in India and overseas. She is also-:

- A Former Miss India
- Former Bengali Film Actor
- Member of FDCI (Fashion Design Council of India) for the last 12 years
- Founder and Show Director of Jashn Toronto in Canada
- Founder of Liza Varma [Modelling & Acting] Academy

Advisory Board of the following + Empanelled Show Director/Choreographer-:

- Bridal Week Vancouver 2016 /17/18
- French European Indian Fashion Week at the Eiffel Tower – October 2016
- Asian Designer Week 2015/16/ 17
- Will Lifestyle India Fashion Week 2011/12/13
- Dubai Fashion Fiesta 2009/10/11
- Amazon Fashion Week 2015
- Dubai Fashion League 2016
- Frankfinn Modeling & Acting School 2015/16/17
- Consultant for Shoot Talent Management (Times of India initiative) to groom the Miss India contestants 2005 to 2010

She has worked extensively in cities like New York, London, Paris, Vancouver, Toronto, Sydney, Dubai, Muscat, Colombo, Almaty, Tashkent, Moscow, St Petersburg, Jordan, Hong Kong, Kathmandu, Dhaka + most Indian Cities



PROSPECTIVE PARTNERSHIP WITH:

- INDONESIA TOURISM BOARD
- EMBASSY OF INDONESIA IN INDIA
- EMBASSY OF INDIA IN INDONESIA
- AIRLINES
- HOTELS
- SPA & WELLNESS CENTRES



PARTNERSHIP BENEFITS

- WIDE & SUSTAINED MEDIA COVERAGE IN INDIA AND SELECT INTERNATIONAL CENTRES
 - FOCUS ON BALI AS A POPULAR TOURIST, WEDDING & FILM DESTINATION
- SOUND OFF THE CLOSE FORMAL TIES BETWEEN INDIA & INDONESIA FOR 70 YEARS, AS WELL AS, OUR LINKS FOR MANY CENTURIES
- BRANDINGS / LOGO ON ALL EVENT SIGNAGES, COLLATERALS & APPLICATION FORMS
 - EVENT CAPSULE TO BE TELECAST ON A NATIONAL TV CHANNEL
- SOCIAL MEDIA BUZZ THROUGH WEBSITE, FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN, ETC.
- VIP PASSES



DESIRABLES FROM GOVERNMENT AUTHORITIES (INDONESIA, BALI)

- VISA / IMMIGRATION FACILITATION

- ARRANGE VISIT TO TOURIST SITES (at least 3) FOR CONTESTANTS WHERE VIDEO & PHOTOSHOOT WILL ALSO HAPPEN

- ASSIST IN GETTING GOOD DEALS FROM HOSPITALITY & AIRLINE PARTNER

- ARRANGE FOR A VENUE (perhaps a good heritage site/building to hold the grand finale) WHICH WILL ALSO SHOWCASE THE BEST OF BALI

- TO ARRANGE LOCAL ARTIST / ENTERTAINERS AS FILLERS FOR THE EVENT

- TO INVITE THE GOVERNOR & SENIOR OFFICIALS OF BALI FOR THE EVENT

- TO INTRODUCE US TO A COMPETENT LOCAL EVENT MANAGER FOR PRODUCTION

- TO HELP IN PUBLICIZING THE EVENT IN BALI





EVENT & PRE-EVENT : PLAN OF ACTION

- PLANNING THE EVENT WITH THE FOCUS ON INTERNATIONAL WOMEN'S DAY [8TH MARCH], HIGHLIGHTING THE EVENT AS ~ AN ODE TO THE STRENGTH OF A WOMAN
- INVOLVING POPULAR FEMALE INFLUENCERS TO PROMOTE THE EVENT (EG. KUSHA KAPILA, DOLLY SINGH, ROSHNI BHATIA, KOMAL PANDEY) WHO ARE ALL SELF MADE WOMEN, SIMPLY BECAUSE OF THEIR TALENT, CONFIDENCE & DETERMINATION, COMING FROM DIFFERENT BACKGROUNDS
- BRINGING IN WOMEN-ORIENTED PARTNERS WHO ARE KNOWN FOR THEIR SUCCESS STORY, AS OUR CORE TEAM (EG. VESNA JACOB FOR FITNESS, VLCC FOR BEAUTY, ISAAC FOR SKINCARE) AND TAKING WOMEN SUCCESS STORY DESIGNERS FOR THE CONTESTANT OUTFITS FOR THE FINALE (EG. MASABA GUPTA, TARA BHUYAN)
- PARTNERING WITH THE MINISTRY OF WOMEN, ACID SURVIVOR'S FOUNDATION - PHILANTHROPIC PARTNERS
- FINDING THE PERFECT AIRLINE PARTNER





Towards a new dawn



IDEA FOR GRAND LAUNCH PARTY

- CAN BE HOSTED BY HIS EXCELLENCY & LIZA VARMA AT THE EMBASSY
- TO BE ATTENDED BY SENIOR GOVERNMENT OFFICIALS, DIPLOMATS, MEDIA/PRESS, SOCIALITES, FASHION DESIGNERS, ARTISTS, ETC. (AROUND 150 PAX)
- FORMAL ANNOUNCEMENT REGARDING THE EVENT
- FASHION PREVIEW BY WELL KNOWN DESIGNER
- LIVE MUSIC
- FOOD & BEVERAGES TO BE ARRANGED
- MEDIA COVERAGE
- SHORT AV ON BALI CAN BE SHOWN (arranged by the Embassy)



EVENT FLOW: LAUNCH PARTY – TO BE DECIDED

- 7:30PM – GATES OPEN
- 8:00PM – WELCOME ANNOUNCEMENT BY MC
- 8:10PM – INTRODUCTION BY LIZA VARMA
- 8:15PM – FEW WORDS FROM HIS EXCELLENCY (Celebrating 70 years of close ties)
- 8:20PM – SHORT AV ON INDONESIA / BALI (5 MINUTES)
- 9:00PM – FASHION SHOW (20/30 MINUTES)
- 9:30PM TO 10:30PM – PERSONAL INTERACTIONS / WINDUP



AUDITION PROCESS

- ☐ Apply online for the Ms. & Mrs. Gorgeous Worldwide 2020 Pageant
- ☐ There will be a strict screening process across multiple Indian & International cities
- ☐ The jury will comprise of industry personalities for the prelims.
- ☐ The finalists will be trained by a team of industry celeb veterans in regards to catwalk, photography, physical fitness, dance choreography & grooming expert for 3-4 days at a venue in Delhi.
- ☐ Apart from the title winner, there will be sub title winners in various categories like:
 - BEAUTIFUL SKIN
 - PERFECT 10 / BODY BEAUTIFUL
 - CATWALK
 - BEAUTIFUL HAIR
 - CONGENIALITY / BEST ATTITUDE



SUGGESTION FOR CELEBRITY JUDGES

MALAIKA ARORA



MADHUR BHANDARKAR



DELIVERABLES

- WIDE COVERAGE ON SOCIAL, PRINT & ELECTRONIC MEDIA
 - AROUND 100 PAX TO TRAVEL TO BALI
- VIDEO CAPSULE OF THE EVENT WILL BE SHARED WITH THE EMBASSY FOR THEIR CIRCULATION
- CAN DO PHOTOSHOOT WITH THE CONTESTANTS WEARING LOCAL DRESS /COSTUMES PROVIDED BY YOU
 - IF DESIRED WE CAN HAVE A SENIOR OFFICIAL AS A JURY MEMBER
- PROMOTE BALI AS A TOURISM DESTINATION ON ALL COLLATERALS & SUB EVENTS





*We believe in planning with the mind
and executing with the heart because for
us it's not just about doing events but
creating an experience.*

Liza Varma

TERIMA KASIH
THANK YOU!

