

À L'ÉPOQUE
THE THRIFTED RUNWAY EXPERIENCE

MEDIA PARTNERSHIP
DECK · 2026

Media Partnership

Where history meets fashion.

Pompano Beach, Florida ♦ December 5, 2026 ♦ Art Basel Weekend

VINTAGE · SUSTAINABILITY · CREATIVE EXPRESSION



02 ABOUT THE EVENT

An immersive fashion *experience.*

À l'Époque: The Runway Experience celebrates the artistry, history, and creativity behind vintage and thrifted fashion.

More than a runway show, it brings together collectors, designers, stylists, models, and culture-focused communities.

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|------------------------|-----------------------|
| ♦ Vintage collectors | ♦ Thrift enthusiasts |
| ♦ Designers & stylists | ♦ Models & creatives |
| ♦ Fashion lovers | ♦ Culture communities |

Style is not defined by what is new, but by what has meaning.

03 THE VISION

A traveling fashion *experience.*

À l'Époque was created to be brought from city to city — a platform where vintage fashion, sustainability, and creativity intersect.

OUR MISSION

- ✓ Celebrate fashion history
- ✓ Give emerging designers a platform
- ✓ Highlight sustainable fashion practices
- ✓ Connect communities through creativity
- ✓ Create unforgettable cultural experiences



Fashion evolves, but the stories behind clothing are *timeless*.

<i>Vintage</i> becomes the future	<i>Thrift</i> becomes luxury	<i>Sustainability</i> becomes fashionable	<i>Creativity</i> becomes the main attraction
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During one of South Florida's largest cultural weekends, we are introducing a new type of fashion experience.



05 MEDIA PARTNERSHIP OPPORTUNITY

Help document & share the *story*.

We are inviting select media partners to play a key role in capturing:

- ✓ Runway moments
- ✓ Behind-the-scenes prep
- ✓ Community impact
- ✓ Designer stories
- ✓ Model experiences
- ✓ Fashion storytelling

What approved partners *receive*.

✓ Complimentary media credentials

✓ Access to the runway experience

✓ Opportunities for interviews

✓ Behind-the-scenes content

✓ Event recognition across platforms

✓ Express media check-in

✓ Access to the press wall

✓ Designer & founder access

✓ Social media collaboration

A full arc of *coverage*.

PHASE 01

Before the Show

- ✓ Designer interviews
- ✓ Model preparation
- ✓ Styling sessions
- ✓ BTS production

PHASE 02

During the Show

- ✓ Runway coverage
- ✓ Audience reactions
- ✓ Fashion moments
- ✓ Creator content

PHASE 03

After the Show

- ✓ Recap coverage
- ✓ Exclusive interviews
- ✓ Community impact stories

Partners who *align*.

ALIGNED WITH

- | | |
|-------------------------|--------------------------------|
| ◆ Fashion culture | ◆ Vintage & thrift |
| ◆ Sustainability | ◆ Art & creativity |
| ◆ South Florida culture | ◆ Black culture & storytelling |
| ◆ Lifestyle experiences | |

IDEAL PARTNERS INCLUDE

- | | |
|------------------------|---------------------|
| ◆ Fashion publications | ◆ Culture platforms |
| ◆ Digital creators | ◆ Photographers |
| ◆ Videographers | ◆ Bloggers |
| ◆ Social storytellers | |

A dark, atmospheric photograph of five models walking away from the camera on a runway. The models are silhouetted against a dark background, with their reflections visible on the glossy floor. The models are wearing various styles of vintage clothing, including dresses and coats. The overall mood is elegant and sophisticated.

09 THE STORY

*Fashion has a past, a present,
and a future.*

Created by Pheline Joseph, founder of MPC Vintage, À l'Époque was born from years of passion for vintage fashion — and the desire to give overlooked pieces, designers, and creatives the recognition they deserve.

Pheline Joseph

FOUNDER & PRODUCER · MPC VINTAGE

10 JOIN THE EXPERIENCE

Document the beginning of a new fashion *tradition*.

Where vintage becomes the future.

CONTACT

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THE EVENT

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