Kara Hoover – Director of Marketing, Apparel Dallas Market Center
Work Highlights





Dallas Market Center







Responsibilities

- Strategically planned the holistic buyer experience for 11 apparel wholesale markets annually (hosting thousands of DMC guests per market) and ensured the execution of deliverables across multiple teams including: visual merchandising, way-finding, hospitality offerings, event production and education
- Managed the entire execution of all DMC softgoods events including fashion shows, educational seminars and large-scale industry parties with an events budget of \$1M
- Promoted market opportunities to both buyers and exhibitors via email marketing, digital and print advertising, influencer and media partnerships
- Collaborated daily with all DMC departments to ensure smooth and successful markets including: leasing, retail development, trade show operations, visual merchandising, creative design and our executive team.
- Conducted post-market analysis, pivoting where necessary for optimal growth & event success

Event Engagement:

Theme-cohesive entertainment and hospitality Vendor selection, signage, F&B, talent procurement















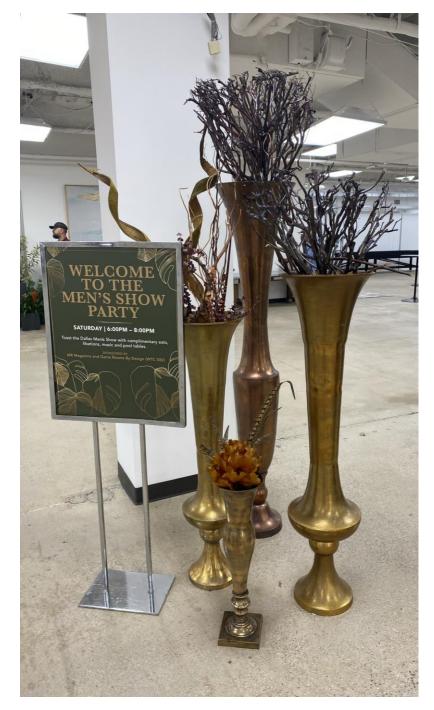






Theme-Cohesive Event Decor:

Vision | Layout | Element Selection



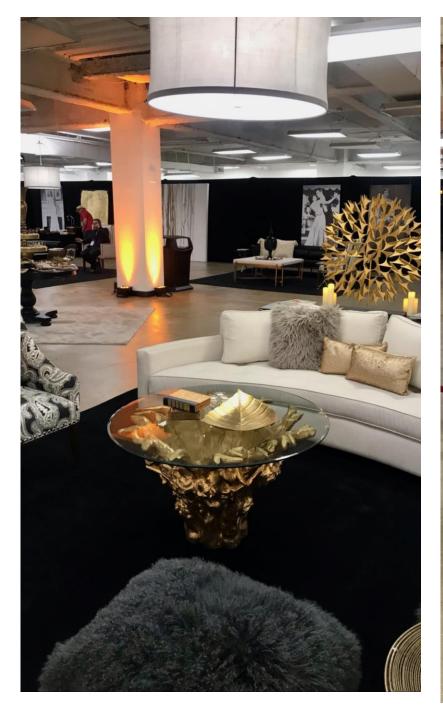




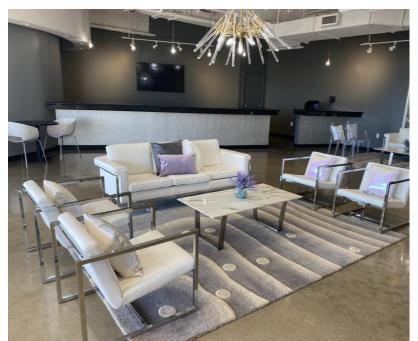














Product Activations:

Strategic vendor selection, product/decor curation, brand/market promotion



















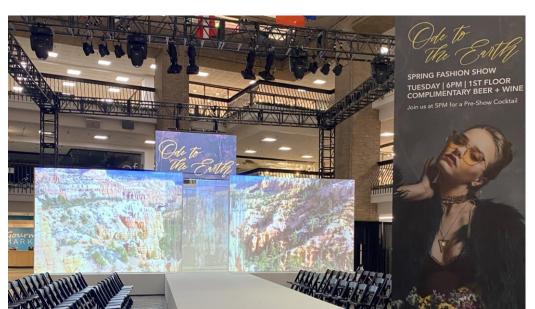


Fashion Show Production:

Thematic strategy
Model and apparel selection
Runway construction
AV















Event Promotional Elements:

Image selection, copy writing

Email Blasts, Video Recap Production, Print & Digital Signage





You don't want to miss **The Dallas Men's Show**, running January 29-31, 2022 at the **Dallas Market Center**. Following a Summer 2021 show that included over 700 brands, January will boast an even more expanded exhibitor landscape. Do Big Business in Big D.

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Market Buyer's Guides









Leasing Collateral, Magazine Spreads

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January 14-16, 2022 August 25-28, 2022







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Promotional Ads, Email Newsletters













WESA

The WESA Trade Shows debuted in 1922 to promote and preserve the lifestyle of the industry. The Association's biannual events are recognized as the place, "Where the Industry Meets." WESA offers the most retailer-oriented show in the industry. In January 2022, let us celebrate the 100th



AETA INTERNATIONAL TRADE SHOW LAUNCH

FASHION SPOTLIGHT: ANDRÉE BY UNIT

Andrée by Unit takes inspiration from vintage styles and interprets them into current silhouettes suitable for all boutiques. They are fun, feminine, an free spirited! Learn more and regis





FASHION SPOTLIGHT: FRINGE SCARVES

Fringe Scarves were created to inspire people to "Stick Their Necks Out and Tie One On." All of their scarves are 100% silk so they are all natural, breathable, warm in the winter and cool enough for a warm day. Check out their offering below.

FRINGE SCARVES





New Buyer's Informational Sessions, Printed Guides & App

