



by Mahdiya Ahmed

Paati

EVENT ACTIVATION



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EVENT

The first show from Paari by Mahdiya Ahmed

Women get told "beauty without brains" all the time. Paari's debut show is the rebuttal. Every woman on this runway is smart, accomplished, and independent.

When a model walks, we announce her name and what she's accomplished.

Paari will debut their sarees, rooted in South Asian heritage and made by women artisans we've trained ourselves.

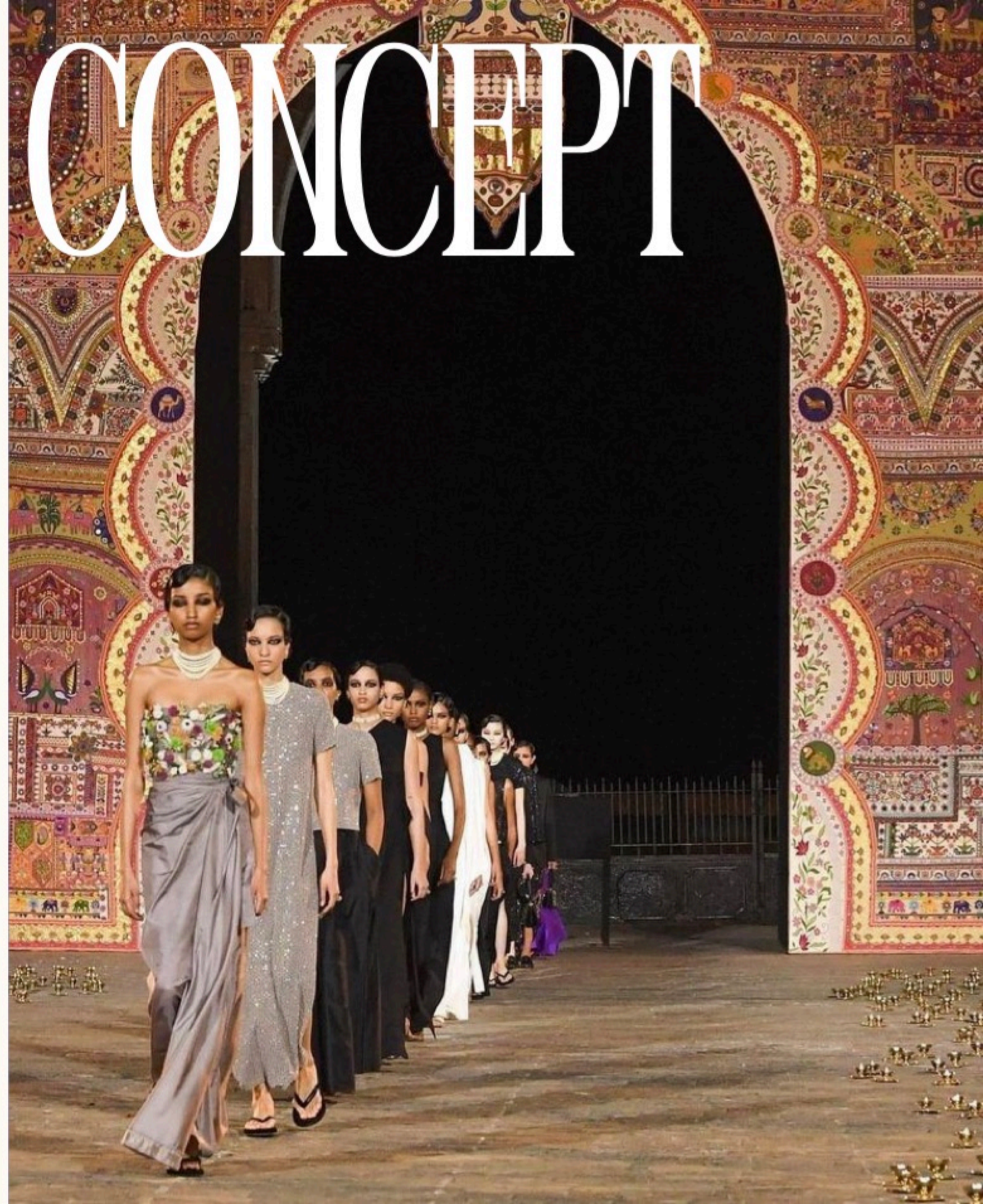
It will be a daytime show at the Oberoi in Jaipur — palace grounds, warm light, welcome drinks at the door. More garden party than catwalk.

Around the show: a round bar in the middle of the room, a fuchka stall and a tea stall (street food everyone grew up on, in a very grand setting), and a stall handing out the A5 lookbook that explains the craft and the artisans.

On every seat: a jute bag with a handwritten thank-you card, a beli phool(jasmine) bracelet, and a hand fan for the warm afternoon.

A daytime celebration of women, for women.

CONCEPT





AUDIENCE + PARTICIPANTS

Target Audience includes:

Paari's fashion show speaks to influential, culturally engaged women across Bangladesh and the wider South Asian diaspora.

South Asian women aged 20 and above, spanning:

Industry & creative leaders

Entrepreneurs, fashion designers, stylists, creative directors, photographers, and event planners who set the visual and commercial tone of the industry.

Media, culture & influence

Fashion journalists, press, media professionals, cultural professionals, content creators, hosts, and speakers who carry the story outward and give it reach.

Backers & builders

Potential investors and business partners who see the label's commercial and cultural value.

Participants include:

Runway models

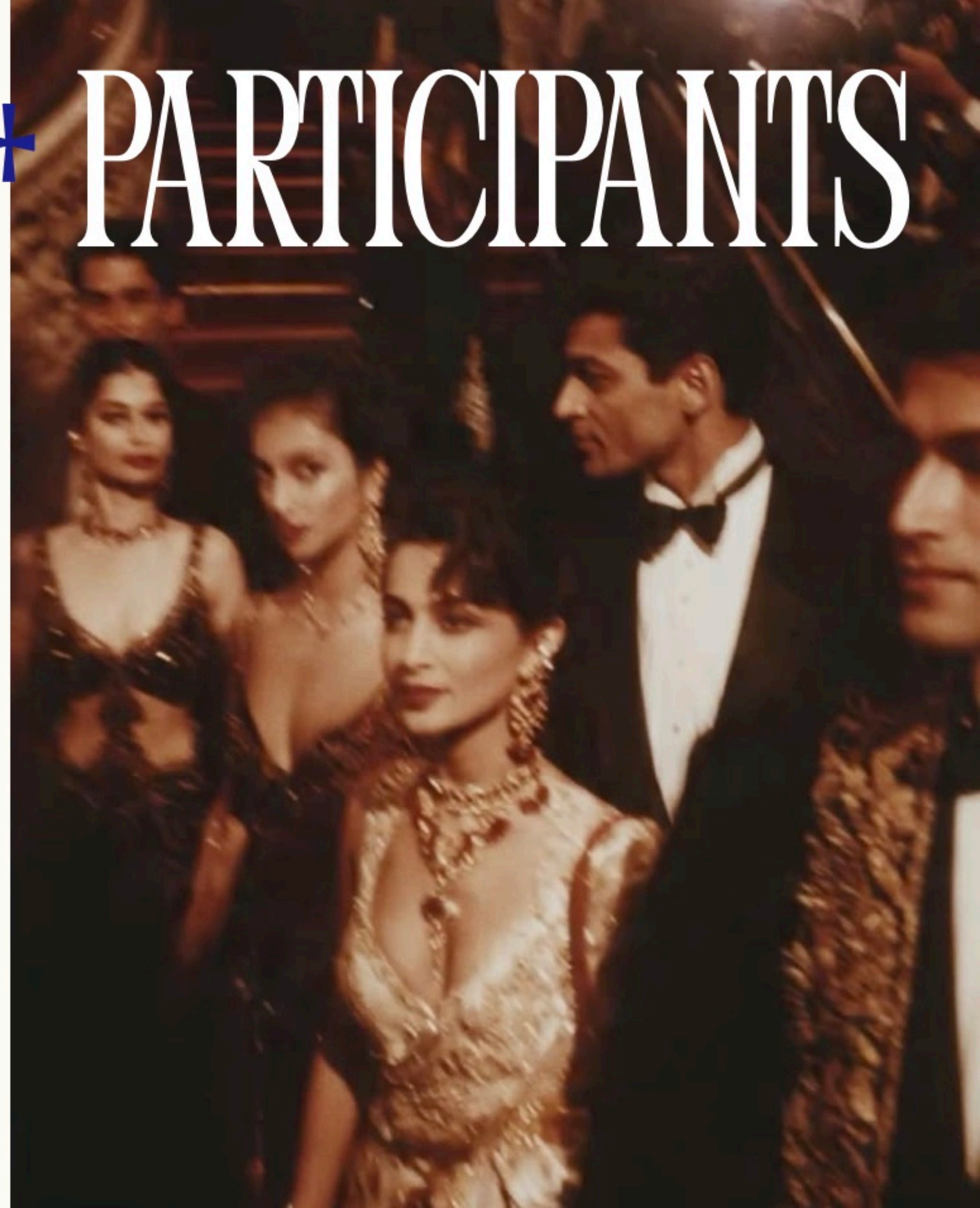
The models are family members and friends of the Paari team — deliberately chosen to represent authentic, intellectual, real-life women rather than conventional runway figures. This is the heart of the show: proving that beauty, presence, and style belong to women of substance from every walk of life.

Creative & production team

The show is executed by a collective of creative professionals — fashion designers, stylists, photographers, creative directors, and event planners — alongside a host/speaker anchoring the event.

Staff

The event is served by an all-women hospitality team — waitresses, bartenders, chaiwalas, and fuchkawalas. Their presence reinforces Paari's ethos: real working women are woven into every layer of the show, not just its front row.





TIME & SCHEDULE

11 - 11:30 am

- Guest check-in / registration
- Welcome drinks
- Photo opportunities

11:30 - 12 pm

- Introduction speech by founder
- Quick insights about Paari

12 - 12:30 pm

- Visual presentation on the cultural inspiration behind the collection
- Explaining key details about the designs

12:30 - 1 pm

- Showcase of the first Paari collection by models

1:30 - 2:30 pm

- Lunch break and networking
- Press coverage

2:30 - 3:00 pm

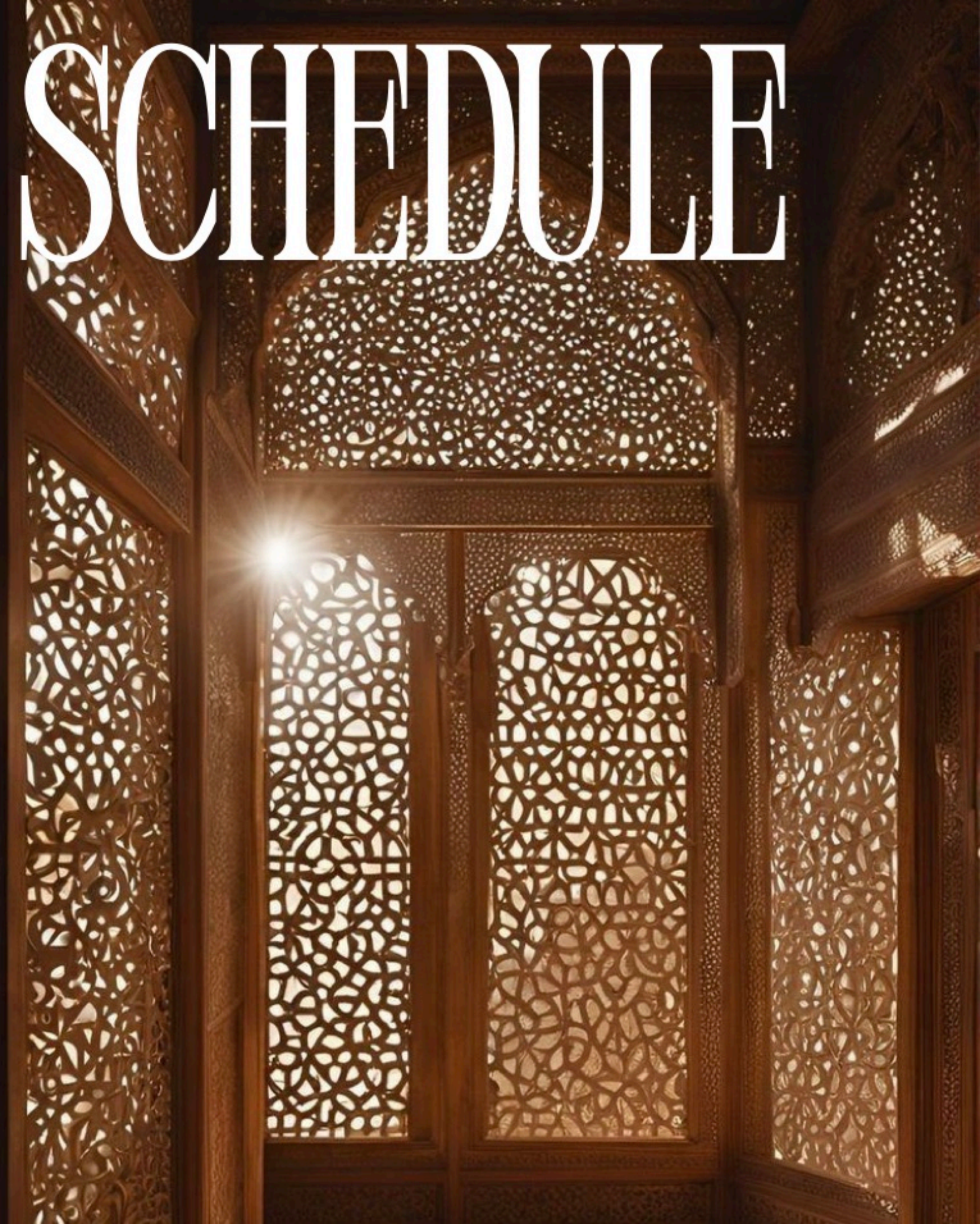
- Live demonstration of traditional craftsmanship
- Opportunity to hear directly from participating artisans

3:00 - 3:30 pm

- Guests explore the collection
- Personal styling and one-to-one consultations
- Pre-orders and purchases

3:30 - 4:00 pm

- Thank you speech
- Return gifts
- Final photographs and networking





LOCATION

The venue argues Paari's case before a single garment appears — real, intellectual women in a space usually reserved for royalty, insisting they belong there.

A restored Rajasthani royal estate — 32 acres of gardens, an 18th-century temple, hand-carved sandstone and gold-leaf frescoes.

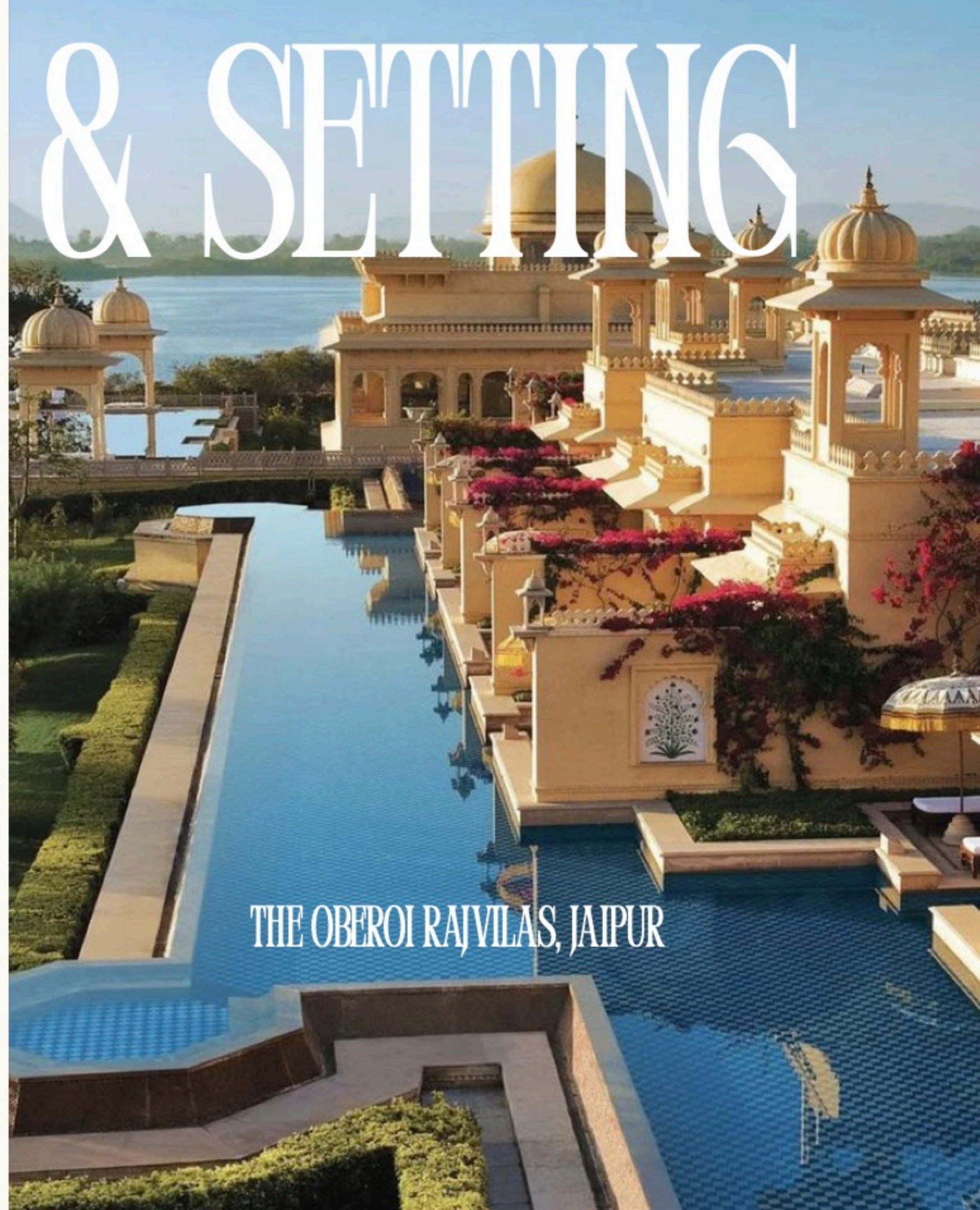
Craft still in use, walked by women genuinely of this culture.

Spread through gardens rather than one hotel block — courtyards, pavilions, reflecting pools.

Pink sandstone, gold, open daylight — South Asian textiles and embroidery converse with the room.

One of the world's most celebrated luxury properties. Choosing it says Paari places real, everyday women where royalty stands.

& SETTING



THE OBEROI RAJVILAS, JAIPUR



STRATEGIC

The show's role in the marketing strategy

Since discovery is 87% social and 64% word of mouth the debut show is the brand's flagship earned-media moment, staging every claim (fair wages, named artisans, women at the centre) as a witnessed experience for the people who carry stories outward like press, creators and investors, and fuelling months of social content.

How it drives awareness, engagement, storytelling

Awareness: Paari borrows the reach of journalists and influencers instead of buying it, in a palace setting built to be photographed and shared.

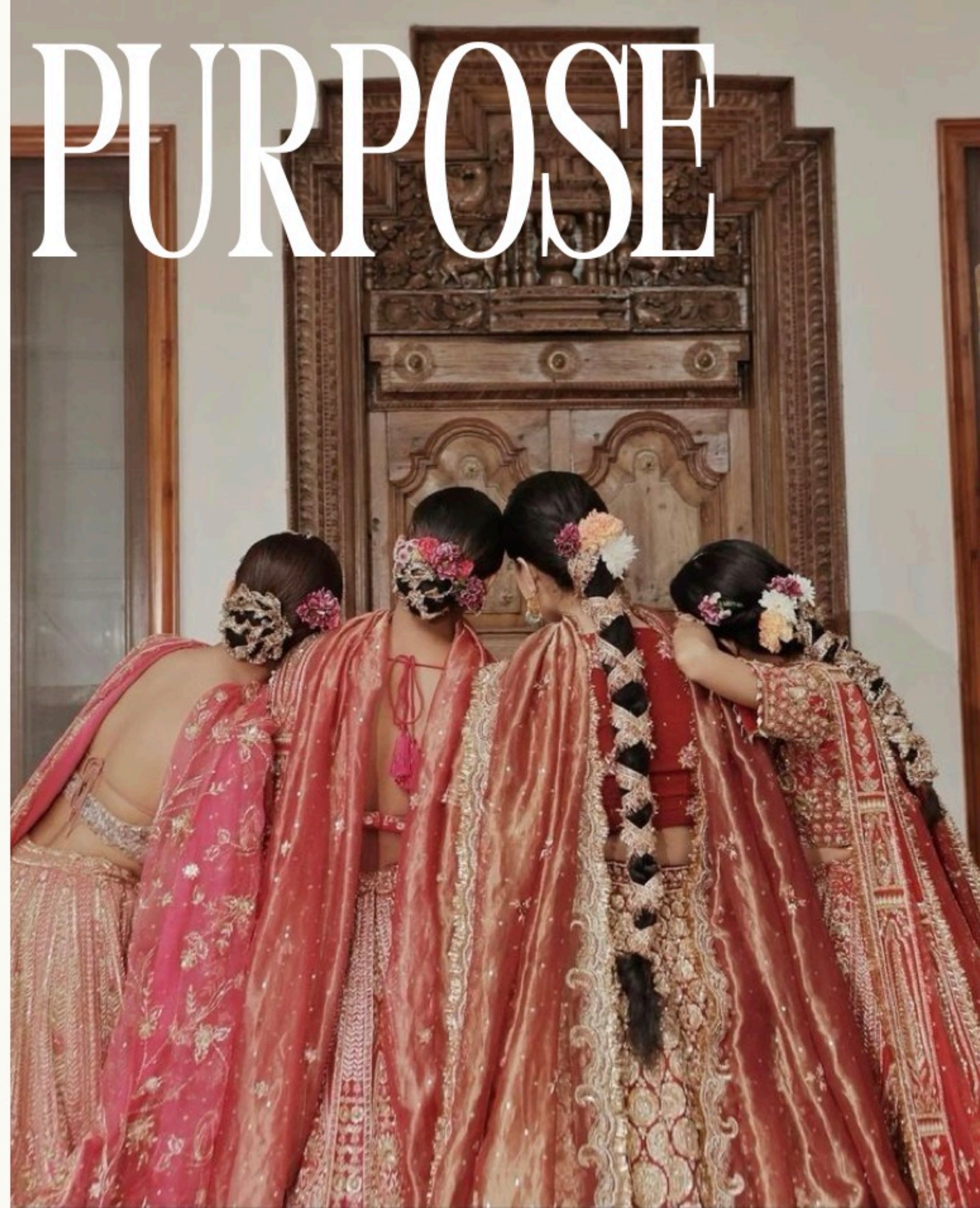
Engagement: Live craft demos, artisans speaking, QR-coded garments, styling consultations and pre-orders, plus sensory touches like the jasmine bracelet, fuchka and tea make it felt and remembered.

Storytelling: naming each model's accomplishments, and a collection told as chapters of Bangladeshi heritage give guests a coherent argument they leave able to retell.

Connection to brand values and social purpose

The event renders Paari's values physically: real accomplished women on the runway and an all-women hospitality team (Women's Sovereignty); live demos and QR codes answering "why this costs what it costs" (Craftsmanship First, Educational Storytelling); street food in a palace (Modern Heritage). Above all it proves CSR is the business model, with artisans credited, present and paid in full view.

PURPOSE



Broad Goals

- Establish Paari as a distinctive modern South Asian heritage fashion brand.
- Introduce Paari's Bangladeshi heritage, craftsmanship, and social purpose to the audience.
- Create lasting relationships with customers, artisans, creatives, media, and fashion professionals.

Specific Objectives

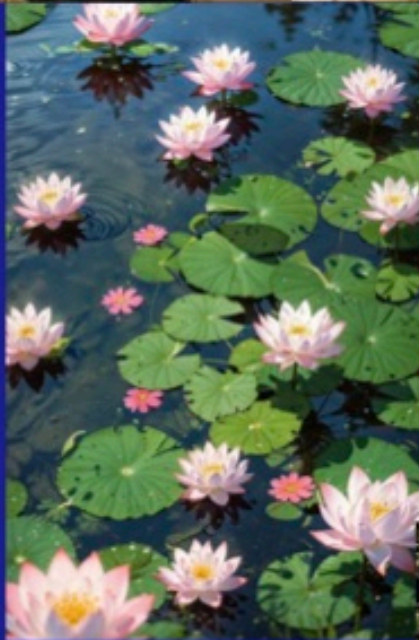
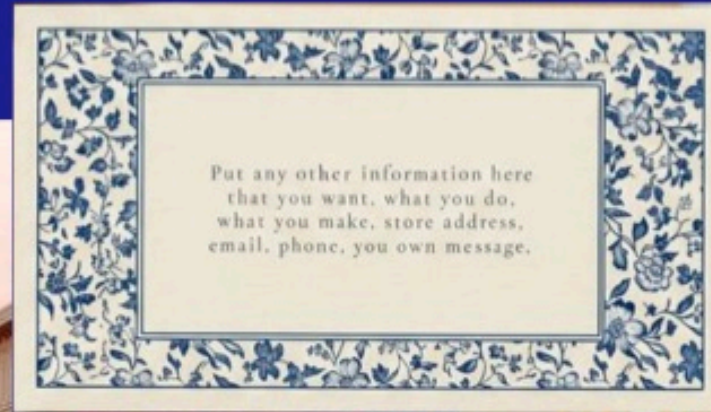
- Generate social media mentions during and immediately after the event.
- Gain new Instagram followers and email sign-ups.
- Secure press/media features after the launch.
- Generate product enquiries or pre-orders during the event.
- Collect feedback from attendees.

Evaluation Strategy

- Track Instagram/TikTok reach, engagement, mentions, and hashtag usage.
- Record attendance, sales, enquiries, and email sign-ups.
- Conduct a short post-event attendee survey to measure satisfaction and brand perception.
- Monitor press coverage and influencer content generated by the event.
- Compare event costs against sales, leads, and new customer acquisition.

GOALS & OBJECTIVES

MOODBOARD

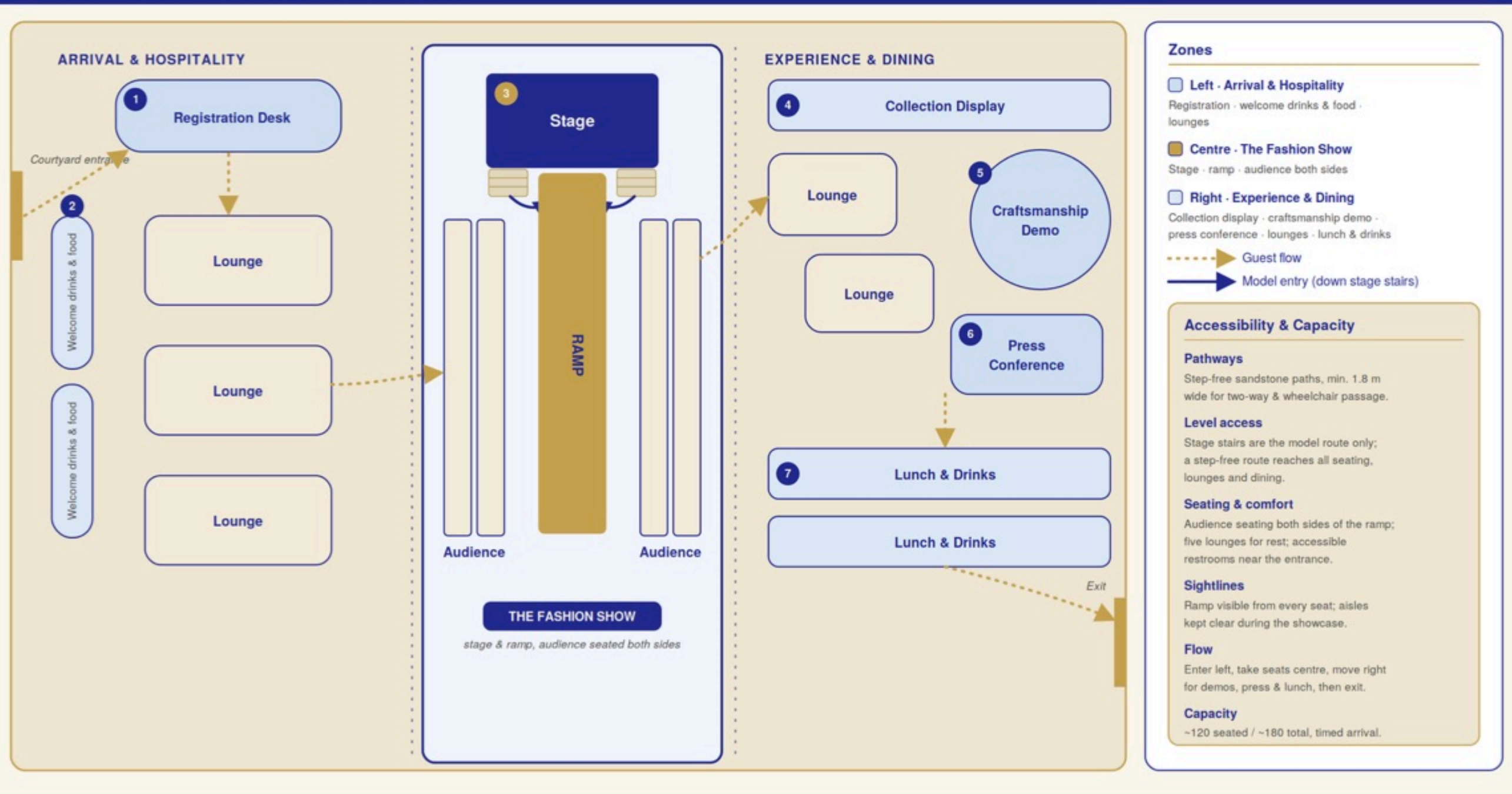


EVENT LAYOUT

Event Floor Plan & Spatial Flow

Paari debut show · The Oberoi Rajvilas, Jaipur · three-zone courtyard layout

Not to scale · guest flow (gold) · model entry (blue)



RATIONALE

The whole show is built to prove the one thing the campaign keeps saying: Paari sells modern South Asian heritage through real, accomplished women, and the artisans behind the clothes get named, paid, and put in the room. That's not a nice add-on. It's the business. So the day is designed so guests don't just hear the claim; they watch it happen, then repeat it.

Start with the five W's. This audience finds brands through social media and word of mouth, not ads, so the guest list (press, creators, investors, and culturally engaged South Asian women) is picked for reach, and the format hands them a story worth sharing. The What, a runway where each model's name and achievements are read aloud, gives them the quote. The Where, The Oberoi Rajvilas with its pink sandstone, gold frescoes, and 32 acres of gardens, makes the argument before a single saree appears: everyday women, standing where royalty stands, in a place built to be photographed. The When, a relaxed daytime garden party with live demos and time to actually talk to the artisans, and the Why, awareness, engagement, and storytelling, stretch one afternoon into months of content.

The floor plan tells that story in order. Guests move left to right: arrival and welcome drinks, then the show, then the proof (craft demos, QR codes on the garments, the artisans themselves), and only then pre-orders and networking. Step-free sandstone paths and a clear view from every seat keep it open to everyone, which is the whole point of the brand.

The styling does the rest. Royal blue and white, jasmine (beli phool) bracelets, hand fans, jute gift bags, and fuchka and tea served inside a palace put grandeur and everyday life in the same frame: Modern Heritage meeting Women's Sovereignty. Concept, space, and styling all land on the same line: beauty with brains, craft with credit.

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