



PARTNERSHIP & INVESTMENT PROSPECTUS

# DIASPORA IN VOGUE 2026

VOICES WOVEN — RECLAIMING THE NARRATIVE

Fashion • Culture • Creative Enterprise • Community

*A platform where diaspora creativity becomes visible, connected  
and commercially empowered.*

# More Than a Runway.

Diaspora in Vogue brings fashion, craft, enterprise and community into one shared experience — creating a visible platform for talent that deserves to be seen.



In 2026, we invite organisations to partner with us not simply to stage an event, but to expand opportunity: for designers, makers, entrepreneurs, audiences and the communities they represent.

***Fashion is the medium. Opportunity is the mission.***

# A Creative Platform With Purpose.

## Fashion

A professional runway for designers and emerging talent.

## Culture

A contemporary celebration of heritage, identity and storytelling.

## Visibility

A platform that helps talent, products and stories reach wider audiences.

## Enterprise

A marketplace connecting businesses with customers and collaborators.

## Community

A space for people to meet across cultures and generations.

## Connection

An environment designed for partnerships, networking and future opportunity.



NAEL MEDIA

# The Platform Is Already Alive.



## A growing audience

Close to 100 people attended the previous edition, including guests not captured through Eventbrite.

## A diverse room

The event brought together diaspora communities and the wider Scottish public.

## Creative participation

Designers, vendors, models, makers and community businesses shared one platform.

## A foundation to scale

2026 is designed to strengthen the experience, partnerships and measurable impact.

# Built From a Simple Observation.

**Creative talent exists everywhere. Access to platforms, networks and commercial visibility does not.**



DiV was created to help close that gap — bringing diaspora creativity into a professional, public-facing space where people can showcase, sell, connect and be discovered.

# Visibility That Can Lead Somewhere.



## For creatives

A credible stage, new audiences and industry-facing exposure.

## For communities

Representation, connection and shared cultural experience.

## For businesses

Customer discovery, sales opportunities and brand visibility.

## For partners

A meaningful route into creativity, inclusion and enterprise.

***We are not creating visibility for visibility's sake. We are creating visibility that can become opportunity.***

# Creativity Shouldn't Be Limited by Geography.

Across Scotland, talented designers, makers and entrepreneurs are building businesses while carrying skills, heritage and ideas that enrich the creative economy.



Yet many emerging creatives still face a practical gap between talent and opportunity: limited access to professional showcases, new customers, commercial networks and visible routes into the wider creative sector. Diaspora in Vogue responds by bringing those opportunities into one accessible public platform.

# Turning Visibility Into Opportunity.

## Professional Showcase

A curated runway and exhibition environment that presents creative work with credibility.

## Creative Enterprise

Space for designers, makers and vendors to test products, build visibility and strengthen their businesses.

## Community Connection

A welcoming setting where diaspora communities and the wider Scottish public meet through creativity.

## Market Access

Direct exposure to guests, customers, collaborators and organisations looking to engage diverse talent.

## Cultural Storytelling

Fashion, craft, food and performance used to tell contemporary diaspora stories with confidence.

## Future Talent

Visible role models and participation opportunities that encourage emerging creatives to see a pathway forward.



*Opportunity grows when creativity is visible.*

# Every Partnership Creates Opportunity.

Partner support does more than place a logo in the room. It helps fund the professional infrastructure that allows creatives and small businesses to be presented well, reach audiences and build relationships that can continue beyond the event.



## Impact

ur organisation with a culturally  
ence across event, digital and post-  
points.

Directly support access, creative enterprise,  
cultural inclusion and community participation.

## Legacy

Help strengthen a platform that can g  
repeat opportunities, partnerships an  
commercial pathways.

# Purpose Meets Participation.

## Shared Values

Demonstrate practical commitment to creativity, inclusion, entrepreneurship and cultural representation.

## Measurable Outcomes

Receive a concise post-event impact summary covering participation, reach, activity and what support enabled.

## Meaningful Visibility

Gain relevant brand presence through digital promotion, event visibility, storytelling and activation.

## Relationship Building

Engage designers, businesses, audiences and community stakeholders in a setting designed for connection.

*Together, we can create opportunities that last beyond the runway.*

## **PARTNER WITH DIV**

Choose Your Partnership.

A clear range of investment levels, with benefits scaled to visibility, engagement and activation. Final packages can be tailored where there is a strong strategic fit.

### **Principal Partner**

**£5,000**

Headline partnership with the strongest brand presence, premium activation opportunities, priority recognition and category exclusivity where agreed.

### **Impact Partner**

**£3,000**

Prominent partnership aligned to community, enterprise and cultural impact, with strong event and campaign visibility.

### **Creative Partner**

**£2,000**

Focused support for designers, makers, models and the creative programme, with targeted recognition and storytelling.

### **Supporting Partner**

**£1,000**

Meaningful brand recognition for organisations contributing to event delivery, access and audience experience.

### **In-kind Partner**

**Bespoke value**

Products, services, expertise or resources that directly reduce delivery costs or strengthen the participant and guest experience.

# A Partnership, Not a Logo Placement.



We will shape the final partnership around the partner's objectives, audience and preferred level of involvement.

**Brand Presence**

Logo and name visibility across agreed digital, print and on-site assets, scaled to partnership level.

**Content Value**

Access to event photography, video moments and post-event storytelling for agreed partnership use.

**Audience Engagement**

Opportunities for activation, exhibition, sampling, guest engagement or a relevant branded experience.

**Impact Alignment**

A clear link between partner investment and the programme, access or opportunity it helps make possible.

Bespoke combinations and in-kind contributions can be discussed where they strengthen the programme.

# Before. During. Beyond.

## BEFORE THE EVENT

Partner announcement • Website presence •  
Social campaign recognition • Selected co-  
branded promotion • Story-led content

## DURING THE EVENT

Runway and venue visibility • Digital screens •  
MC recognition • Exhibition/activation  
touchpoints • Guest engagement

## AFTER THE EVENT

Impact summary • Photography and video •  
Social recap • Partner acknowledgement •  
Conversation on future collaboration



# Built for Meaningful Engagement.

## **Audience Connection**

Meet a culturally diverse audience in an environment built around fashion, enterprise and community.

## **Employee & Stakeholder Value**

Create opportunities for colleagues, guests and stakeholders to attend, engage or participate.

## **Storytelling**

Associate your organisation with positive stories of creativity, identity, ambition and entrepreneurship.

## **Reputation & ESG Value**

Show visible, practical support for inclusion, community connection and emerging creative enterprise.

# Investing in Opportunity.

The 2026 working event budget is £13,310. This is a delivery budget, not a styling budget: partner investment supports the people, production, promotion, logistics and safeguards required to turn a community-led idea into a credible public platform.

### Event Production

Venue, technical delivery, staging and essential event infrastructure.

### Marketing & Communications

Five-month campaign activity, content production and audience development across key platforms.

### Safety & Security

Security and measures required for a well-managed public event.

### Creative Experience

Creative direction, runway delivery and a strong participant-facing experience.

### Operations & Logistics

Coordination, staffing, administration and practical delivery support.

### Contingency

10% prudent provision to protect delivery against unforeseen costs.

***Working Event Budget: £13,310***

# A Shared Investment Model.

**£500**

Founder contribution

**Up to £900**

Participant registration income

**£12,500**

Partnership ambition

**Additional value**

Grant and in-kind support where secured



Our £12,500 partnership ambition is designed to close the funding gap, protect delivery quality and avoid placing the cost of the event disproportionately on emerging creatives. Founder and participant contributions demonstrate commitment; partnership investment provides the scale.

***Partner investment becomes production quality, visibility, access, connection and opportunity.***

LET'S BUILD THE FUTURE TOGETHER

# Every Partnership Creates Opportunity.

Every collection tells a story.

Every creative carries a dream.

Every partnership creates opportunity.

Join us as we weave the next chapter together.

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# Partner With Us.



**Lydia Ama Toku**

Founder, Diaspora in Vogue

**[diasporainvogue.com](http://diasporainvogue.com)**

**[@diasporainvogue\\_uk](https://www.instagram.com/diasporainvogue_uk)**

Partnership enquiries can be made through the DiV website.

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