

# Clara Barcelo Host Kit

DENVER EDITION



*Style with Heart. Exclusivity with Ease.*

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# Welcome

Thank you for your interest in hosting a Clara Barcelo trunk show. This is more than an event — it’s a way to offer your clients something rare, personal, and beautiful. Designed for professionals in beauty, wellness, and self-care, our program brings limited-edition artisan footwear directly into your space, with no inventory or hassle. Together, we create an experience your clients will remember — one rooted in style, ease, and meaningful connection

- Exclusive client experience
- No inventory or upfront cost
- Event featured on social media

## Why Host a Trunk Show

|                                          |                                                                                                                                                                                                                                                      |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Exclusive, invite-only client experience | “The event was effortless and elevated. My clients felt like VIPs, and the shoes were the perfect conversation starter. I’ve never seen this kind of excitement in my space before — it brought real energy and connection.”<br><br>— JESSICA GAMBLE |
| Limited-edition, handmade shoe           |                                                                                                                                                                                                                                                      |
| You earn commission                      |                                                                                                                                                                                                                                                      |
| Brand Ambassador handles everything      |                                                                                                                                                                                                                                                      |
| Event featured on social media           |                                                                                                                                                                                                                                                      |

# Event Flow + Your Roles

## What to Expect

### Before

-  Planning call
-  Flyers + digital assets
-  You invite your clients

### During

-  Ambassador sets up and runs it
-  We budget for some food and drinks
-  Relaxed 2-hour format
-  You welcome guests and enjoy

### After

-  We handle checkout
-  You get paid and thanked
-  We share the event on socials

## What You Provide

-  Invite your clients through direct outreach (text, DM, email)

-  Use our social posts, captions, and flyers

-  Follow a 5-day social/email content schedule (we provide)

-  Provide a welcoming space (salon, spa, studio)

-  Optional: adult beverages

-  Be present, enjoy the moment, bet the star

# Faq & Next Step

## Do I need to buy inventory?

No. We provide everything.

## How much time is involved

One planning call + 2-3 hour event.

## Is this MLM?

No. No recruiting, no pressure.

## What does it cost?

Hosting is free.

## What's my role?

Invite clients, welcome them, enjoy the event.

## How do commissions work?

You earn on every sale. Terms explained before you commit.

## Next Steps



### STEP 1

Schedule your intro call



### STEP 2

Pick your date



### STEP 3

Get your digital assets



### STEP 4

Host your exclusive trunk show

