



SIDEWALK SAFARIS

CULTURAL SHOPPING TOUR SERIES

A DIVERSITY & INCLUSION INITIATIVE
BY MIKAILA BROWN, PHD

"COMPANIES IN THE TOP QUARTILE FOR RACIAL AND ETHNIC DIVERSITY ARE 35 PERCENT MORE LIKELY TO HAVE FINANCIAL RETURNS ABOVE THEIR RESPECTIVE NATIONAL INDUSTRY MEDIANS."

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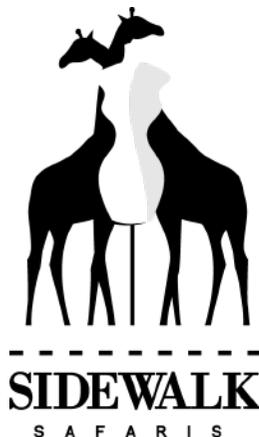


**WANT TO PROVIDE YOUR
EMPLOYEES WITH REAL
LIFE EXPOSURE TO A
BUSINESS CULTURE THAT
REFLECTS NYC'S
DIVERSITY?**

**LOOKING FOR THE
OPPORTUNITY TO
CULTIVATE GREATER
DIVERSITY AND
INCLUSION WITHIN YOUR
COMPANY?**



WHAT WE DO



Welcome to an experience we call Sidewalk Safaris (SS). Sidewalk Safaris are a cultural shopping tour series, where we take individuals and groups on an anthropological journey through a local fashion scene. During our tours, you will learn the historical, cultural, and political influences that shape how local communities dress. You will also gain access to popular neighborhood designers, fashion icons and boutique owners, while browsing the racks for hidden fashion finds that most New Yorkers miss.

In October of last year, we were selected by AirBnB to be part of the inaugural launch of their Experience division. Since then, we have been featured in Essence Magazine as one of the best and most diverse activities to try in New York this summer. We've capitalized on this coverage to broker partnerships with other organizations like Princeton University and the organizers of Brooklyn Fashion Week to offer their communities an opportunity to learn more about culture, diversity and inclusion in an innovative way.

Recently we launched our corporate division, which includes not only visiting the best local boutiques, but also encouraging direct engagement with minority, small business owners. Your team will get intimate exposure to issues of inclusion that these fashion brands and their customers face. This will serve as a creative platform to discuss related topics with your employees.



CULTIVATE DIVERSITY & INCLUSION WITHIN YOUR ORGANIZATION ...and have fun using fashion to do it.

Participating in a Sidewalk Safari cultural shopping tour will provide your company with a unique opportunity:

- To engage with one of the most diverse sections of Manhattan
- To encourage heightened cultural awareness amongst your employees
- To experience first-hand the impact that this heightened awareness can have on businesses and the communities that they serve
- To reaffirm your company's commitment to communities

TOUR DETAILS

1

2-3 HOURS

The average length of each tour is 2 hours. Tours that include dinner last up to 3 hours on average.

2

WALKING

This is a walking tour. Most stops are located on and around Harlem's iconic 125th Street.

3

BONUSES

Attendees of the our tours are extended a special discount from our boutiques for shopping with us.

PACKAGES *

\$50/person

TOUR

We will visit 4 local, Harlem boutiques personally selected to reflect the style preferences of your employees.

\$75/person

TOUR + DRINKS

Enjoy our tour with the addition of beer, wine or champagne at each stop.

\$100/person**

TOUR + DINNER

In addition to shopping and drinks, you have the option of adding a prix-fixe meal at one of Harlem's most popular soul food restaurants.

* All tours are fully customizable.

* An invoice will be issued once all interested parties are confirmed. Half payment is expected to reserve the date, with the remaining half expected a week before the tour. Any experience can be canceled and fully refunded up to 48 hours before the tour.

** Only available for groups of 10 people or more

WHO I AM



MIKAILA BROWN, PHD

Mikaila Brown is an Ivy League-educated fashion designer who has built a brand around integrating her extensive fashion experience with a doctorate in Anthropology to give you a unique, educative, fashion perspective. She is currently a guest lecturer at Cornell University in their Fashion and Textile department. Her company, The Common Thread Project (TCTP) examines local communities through the lens of fashion, looking specifically at the ways in which they use style choices to communicate who they are and what they value. TCTP does the research and her tours, Sidewalk Safaris, bring this knowledge straight to you.



NEXT STEPS

BOOK A TOUR BY EMAILING
SIDEWALKSAFARIS@TCTPROJECT.COM

OR CALL US TO DISCUSS DETAILS
954-871-7293