

GOLD HOUSE

PROBLEM

Gen Z is not paying attention to the A100 List.

CHALLENGE

How do we get them genuinely interested in the A100 stories?

SOLUTION

Celebrate the A100’s blend of cultures in the same way Gen Z is already celebrating theirs.

Many people of Asian diaspora wonder, “How do we resist in a world that wants to keep us quiet and small?” ¹

For poly-cultural Gen Zers, the **ultimate form of resistance is putting your heritage on full display** — after being made invisible for generations.

More than ever, young people are looking for garments that blend style with better futures AND make them proud to wear it. ²

¹ Hyphen Magazine
² Vice

the CATALYST

The New Generation
is Losing Interest in
Award Ceremonies



The chronically online third culture
is redefining Asian America

HYPHEN
— ASIAN AMERICA UNABRIDGED

WEAR YOUR HERITAGE: HOW ASIAN
AMERICANS ARE CLAIMING POWER BY
RECLAIMING THEIR FASHION

TRADITIONAL CLOTHING IS A WAY FOR PEOPLE TO CONNECT WITH THEIR CULTURAL HERITAGE AND EXPRESS THEIR IDENTITY.

As Gen Z Asian Americans embrace their poly-cultural identities, fashion isn't just about style or tradition but it's often deeply intertwined with strong emotions, mixed feelings, and continually **wearing your heart on your sleeve.**

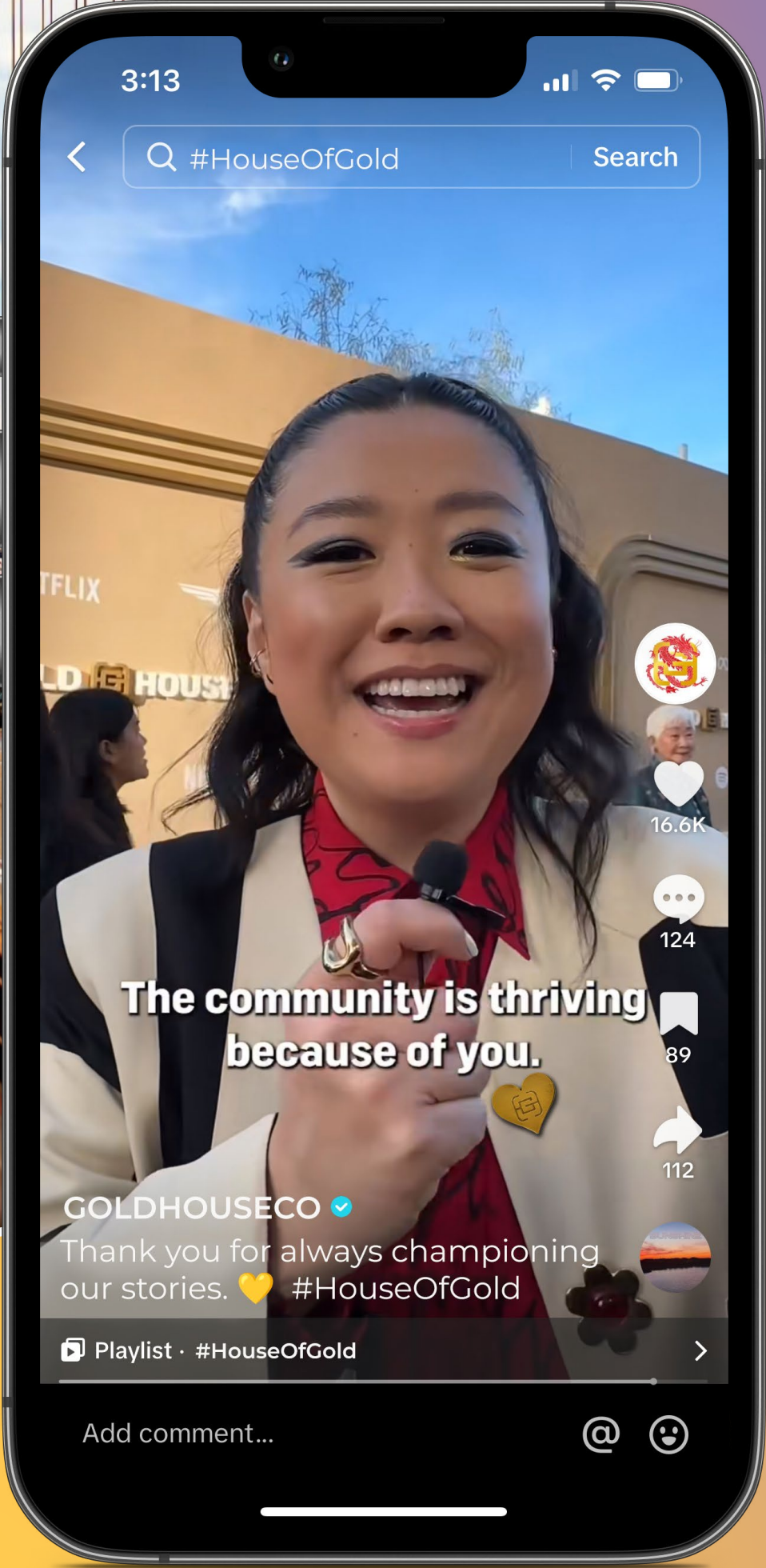


We will celebrate the **courageous stories of the A100** in an iconic, history-making fashion show to open the doors of the...

HOUSE OF GOLD

Whether it's walking the runway or sharing on social media, we will show how **fashion is a direct celebration of culture** and a way to tell your authentic story.





THE A100 TAKE OVER THE GOLDEN GATE BRIDGE WITH A TRAFFIC-STOPPING FASHION SHOW.

California is home to the largest population of Asian Americans in the U.S. – making the Golden Gate Bridge an iconic destination to celebrate this diverse community.

To kick off Fashion Month, the A100 honorees will strut down the runway in our exclusive #HouseOfGold collection. These one-of-a-kind pieces **celebrate each individual's background and help others feel proud to be themselves.**

Our New Gold honorees will host a live stream of this iconic moment to show how the A100 is **breaking traditional barriers and building generational bridges.**



THE A100 SPARKS CULTURAL CONVERSATIONS

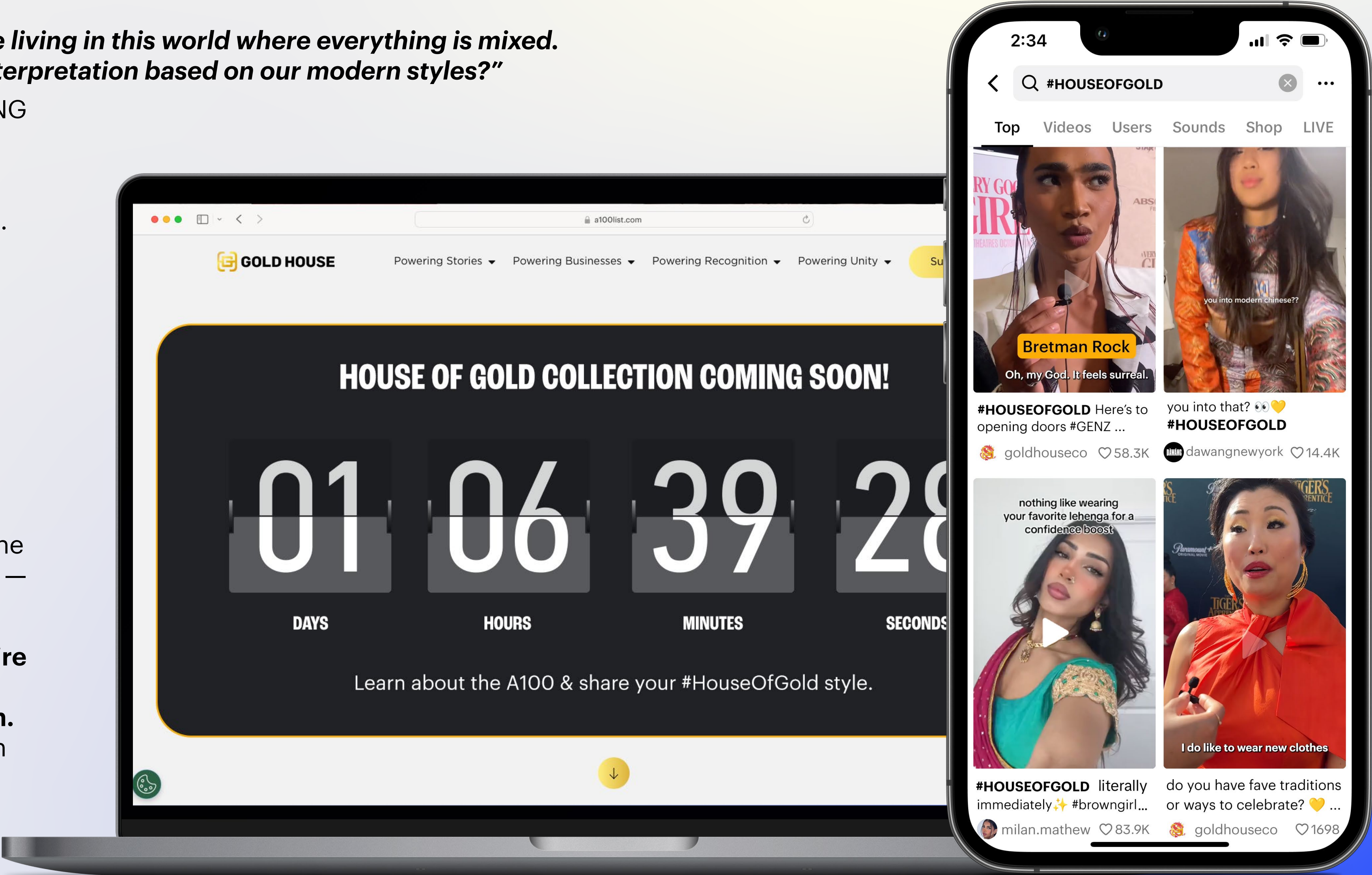
“As a younger generation, we’re living in this world where everything is mixed. Why can’t we create another interpretation based on our modern styles?”

Daisy Wang - Founder of DÀWÁNG

Throughout September, we will shed light on all of the A100 stories. In partnership with leading Gen Z production teams, we will **curate post-fashion show content featuring emotional interviews, behind-the-scenes footage, and more** to celebrate the honorees & tease our upcoming collection.

As Gen Zer’s themselves, the New Gold honorees will help stir up excitement among their peers for the limited edition #HouseOfGold drop — exclusively on the A100List.com.

Driving to the website, we will **inspire young people to learn more about the A100 and join the conversation.** Just buy a piece from our collection and/or share your personal style with #HouseOfGold to be featured alongside the A100.

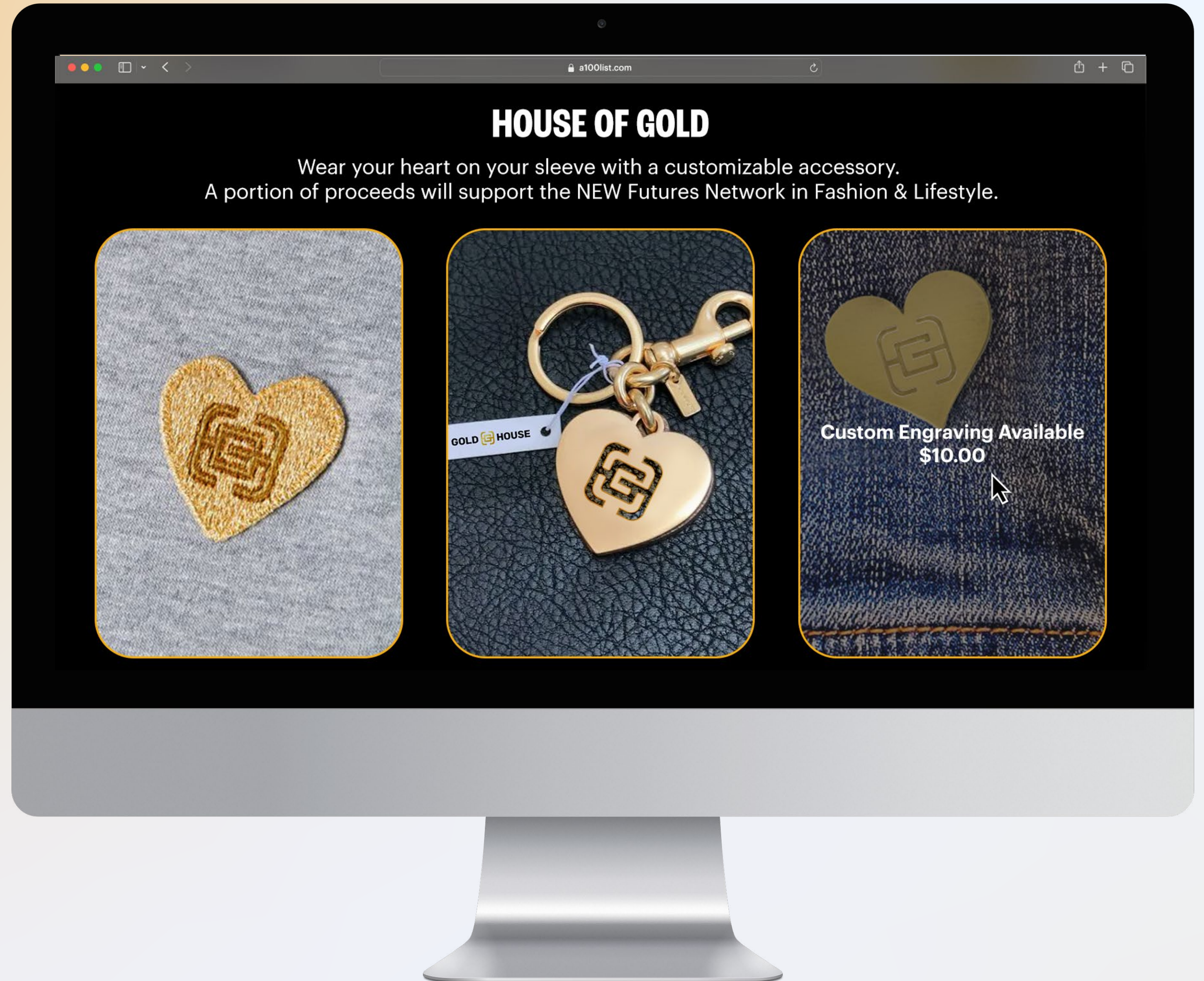


WELCOME TO THE #HOUSEOFGOLD

We will create new #HouseOfGold merch to be the **ultimate, must-have accessory for everyone in, or an ally of, the Asian diaspora.**

With the hyper-fixation on personalized stories and unique items, this merch will be fully customizable so you can wear your heart on your sleeve and rep the #HouseOfGold community.

All proceeds from the collection will **help fund a new Futures Network in Fashion & Lifestyle for the next generation.**





1. AMPLIFY RECOGNITION

with an epic A100 fashion show
debuting the #HouseOfGold collection
at the Golden Gate Bridge.

2. PROMOTE UNITY

by spotlighting the A100's stories &
calling the next generation to share
their personal style.

3. SUSTAIN STORIES

and build networks for specific
communities that will create
lasting change.

AMPLIFY RECOGNITION

\$500,000 | SEPT 1

- Golden Gate Bridge A100 fashion show
- Production & creation of #HouseOfGold
- Live-stream in partnership with YouTube & TikTok

PROMOTE UNITY

\$250,000 | SEPT CONT.

- Gen Z-first partnerships like Wong Fu Productions and Jubilee Media for content creation & support
- Aggregation and promotion of #HouseOfGold

SUSTAIN STORIES

\$250,000 | ONGOING

- Production and distribution of #HouseOfGold merchandise
- Launch of new Futures Network for Fashion and Lifestyle





What’s The Viral #HouseOfGold Collection Gen Z Is Raging About?



ASIAN HUSTLE NETWORK

THE GOLD HOUSE A100 LIST MAKES HISTORY ON THE GOLDEN GATE BRIDGE



REFINERY29

#HouseOfGold Becomes a Household Name Thanks to the A100

cold tea collective

Lights, Camera, Action! The A100 share their #HouseOfGold style to go down in history.

NEXTSHARK

Statement Pieces from the A100 and #HouseOfGold Show Sell Out in Seconds!



Gold House Puts Iconic A100 Fashion On Full Display at the Golden Gate Bridge



RESULTS: The A100 reach, stunt impressions, & production partners.

4B+

Views across all platforms.

35M+

Weekly views/ impressions

8.3%

Average engagement rate

5M+

People engaging weekly



DISRUPTS FASHION MONTH TO 
SPOTLIGHT THE A100 AND SPARK CONVERSATION
  THROUGHOUT THE ASIAN COMMUNITY.

CELEBRATES THE HARD AND OFTEN EMOTIONAL WORK OF THE
A100,  WHILE ALSO HIGHLIGHTING THE
AUTHENTIC GEN Z STORIES ON SOCIAL AND BEYOND.  

CREATES ONGOING REVENUE AND OPENS THE
#HOUSEOFGOLD DOORS TO THE NEXT GENERATION. 