Exceeding our client’s expectations was our goal. We were able to create a teambuilding activity that would unite and excite the attendees while giving back to the community. We engaged the local Dress for Success Chapter as the non-profit partner and developed a motivating teambuilding activity that would appeal to the fashion sense of the attendees. The group was placed in teams and each team selected a model, each model selected clothing from the donated racks of clothing and put together their most creative outfit. A point system was established based on the team members’ donations. Models took to the catwalk and a winner was named. The event concluded with an inspiring talk by a Dress for Success board member bringing tears to the eyes of many as she told her story.

The Project Runway teambuilding activity event was built upon the principals of reusing, recycling and repurposing gently-used business clothing that was in turn donated to Dress for Success. Not only did the activity build camaraderie between meeting attendees but it fostered a sense of community spirit by giving back to the host city through a high-energy, creative activity that appealed to the fashion-forward nature of the attendees.