

the FEMME FALL

SEPTEMBER 08
TWENTY TWENTY-FIVE

THE PEARLE HOTEL • BURLINGTON CANADA

GET READY TO

RESET REFRESH & REALIGN

*in style*MODERN
DAY WIFEthe Pearle
HOTEL & SPA

ICONIC

BF

BIZFASHION MEDIA

An immersive experience designed exclusively for women who are rewriting the rules—creatives, entrepreneurs, professionals, and visionaries who lead with purpose and live with passion. This is more than an event; it's a curated convergence of beauty, business, fashion, wellness, and lifestyle.

From inspiring panel discussions and hands-on brand activations to networking opportunities and a fashion-forward runway moment, *The Femme Fall* invites you to connect, celebrate and step into your most powerful season yet.

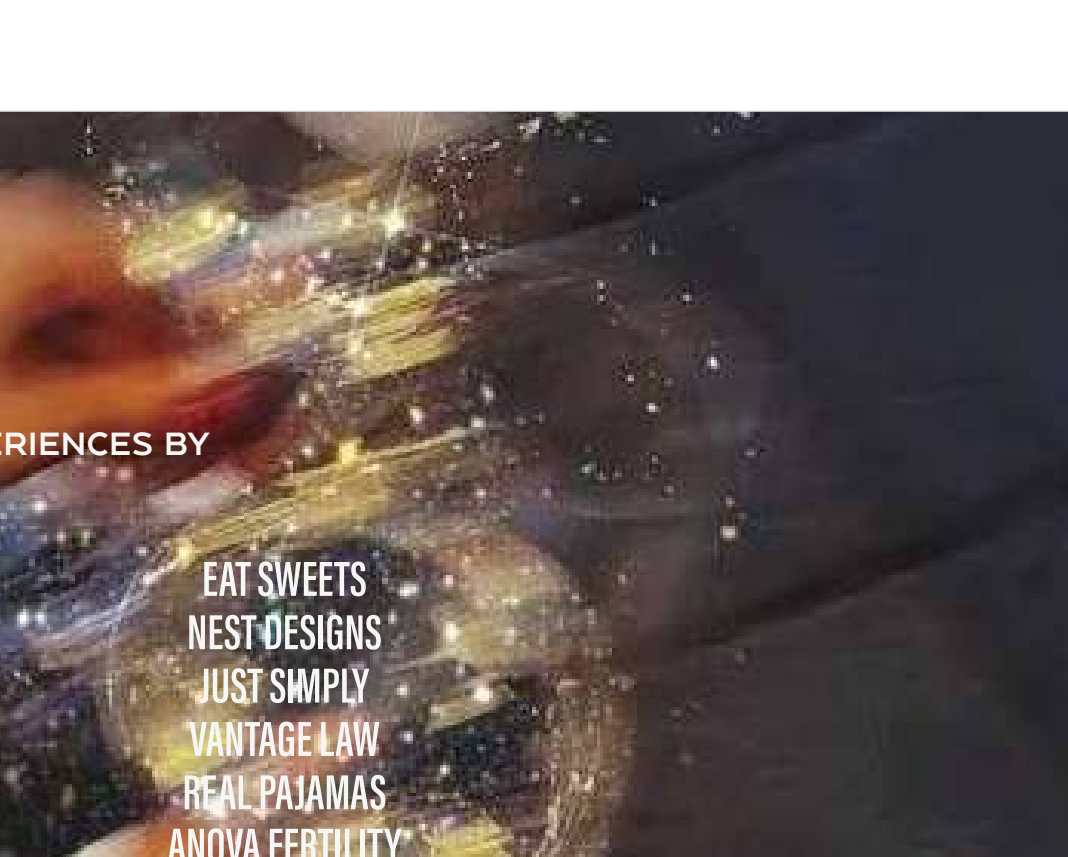
2:00 - 4:30PM

vip pre-party

GET EXCLUSIVE EARLY ACCESS TO PHOTO OPPS,
BRAND EXPERIENCES, BRAND POP UPS AND SHOPPING

+ MUSIC BY DJ SHELLEY BUDD

+ PHOTO BOOTH BY THE BLOOM BOOTH

BMW
PHOTO
EXPERIENCE

BMW Budds' BMW

ENGAGE IN OUR CURATED BRAND EXPERIENCES ALL NIGHT LONG

(only upon availability)

MARY KAY

An exclusive beauty experience.



HIGH ON LOVE

Step into the HighOnLove Playground! Try your luck at our glam grab machine — a fun, arcade-style claw game — and play for the chance to win a surprise treat! It's playful, and it's all yours to snag.



ENLIGHTENED SUCCESS INSTITUTE

Step into your power. Bring your biggest life challenge — and in just 10 minutes, experience how a powerful mindset shift can help you see it in a whole new light. This is your moment to reset, refocus, and rise.

COSMEDICA AESTHETICS

Experience an Exton Face lip boosting treatment and discuss all things aesthetics for beauty and rejuvenation.



UPGRADE LABS

Experience to come

SPA COMFORT FOOT X COZY FOOT SPA

Indulge in a mini neck massage inspired by Spa Comfort Foot x Cozy Foot Spa's signature head massage experience.

ORRIS LABS

Experience to come



OXYGEN YOGA FITNESS

Experience to come



OUTNOD

Experience to come

+ MORE!

POP UP EXPERIENCES BY

ROCKING VIBE JEWELRY
GINGERBUG
HYDRINITY
PENNYLANE ORGANICS
STEPSTONE REALTY LTD
BIKINIS BY BRIDGET
BOUTIQUE SIGNÉ SARAH INC

EAT SWEETS
NEST DESIGNS
JUST SIMPLY
VANTAGE LAW
REAL PAJAMAS
ANOVA FERTILITY
BRONZEKX SUNLESS

MEDIA ROOM OPEN FOR SPONSORS • 2:00 - 9:00PM

4:30PM

main event

An immersive experience where general admission and VIP guests can explore curated shopping, engage with top-tier panel discussions featuring industry leaders and connect with a powerful community—all designed to inspire and elevate every aspect of modern womanhood.

WELCOME TO THE MODERN DAY WIFE

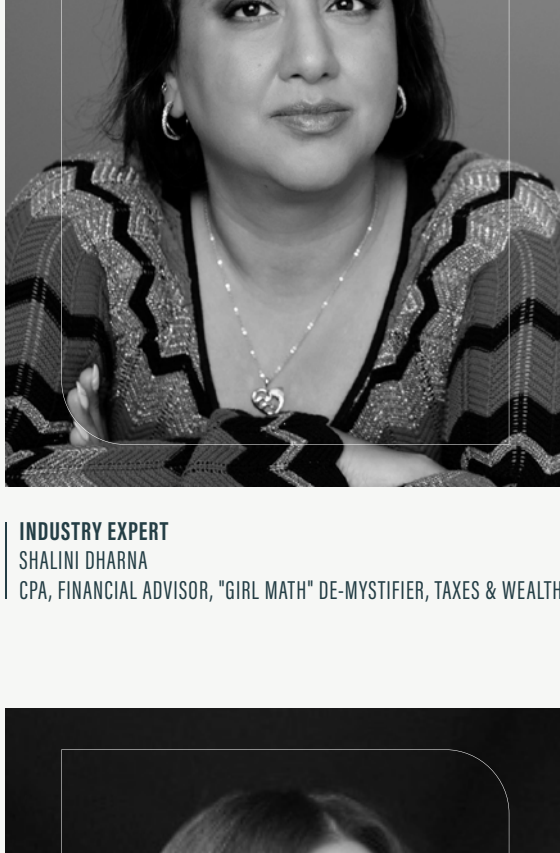
POWER PANELS

Listen to dynamic conversations featuring women who have defined their own eras in beauty, fashion, wellness, and business. From industry icons to emerging trailblazers, these panelists will offer invaluable insights on staying empowered, evolving with the times, and defining success on your own terms.

4:30PM BEAUTY & WELLNESS PANEL

MODERATED BY JASON KRELL
PUBLIC RELATIONS STRATEGIST & HALF OF THE STYLE GUYS

Featuring top experts to share insider tips, trends, and transformative insights on skincare, beauty, and holistic well-being, empowering women to look and feel their best from the inside out.



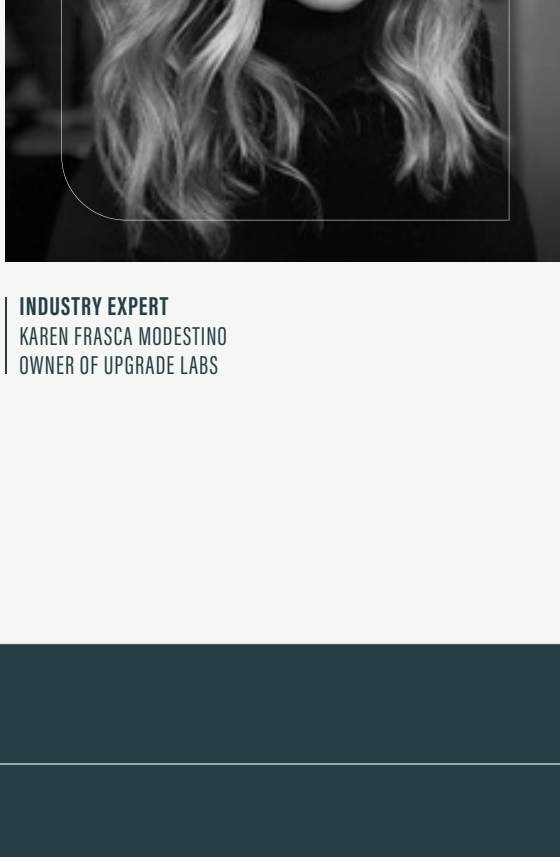
INDUSTRY EXPERT
ANDREA WISTING
FOUNDER AND OWNER OF HIGHONLOVE



INDUSTRY EXPERT
POSH CAMPBELL
FOUNDER OF PENNYLANE ORGANICS



INDUSTRY EXPERT
REBECCA MCCLELLAN
CLINIC DIRECTOR, SENIOR NURSE INJECTOR, OWNER COSMEDICA AESTHETICS



INDUSTRY EXPERT
OLGA YODERIS
CO-FOUNDER OF COLLEGE



INDUSTRY EXPERT
ANNA LEW
FOUNDER OF COMFORT FOOT X COZY FOOT SPA



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REBECCA MCCLELLAN
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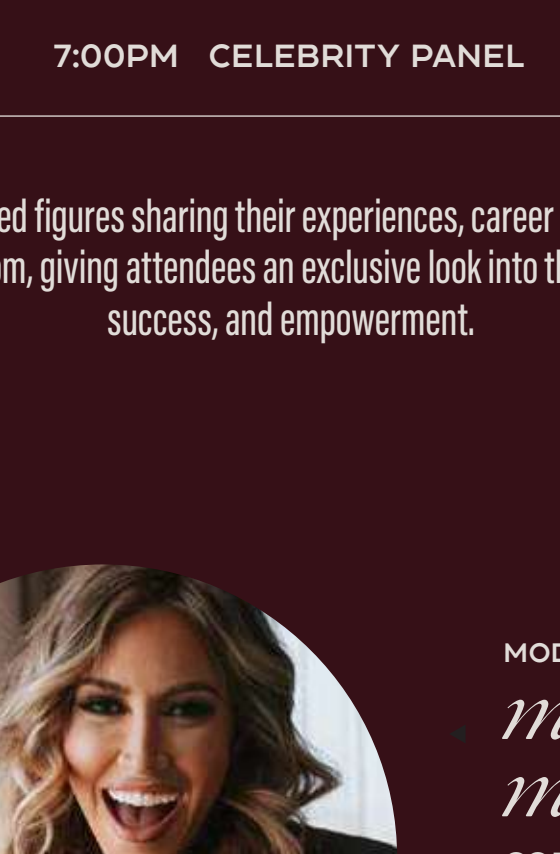
5:00PM FASHION & LIFESTYLE PANEL

MODERATED BY SUZY TAMASY
PUBLISHER & CHIEF EDITOR, BIZFASHION

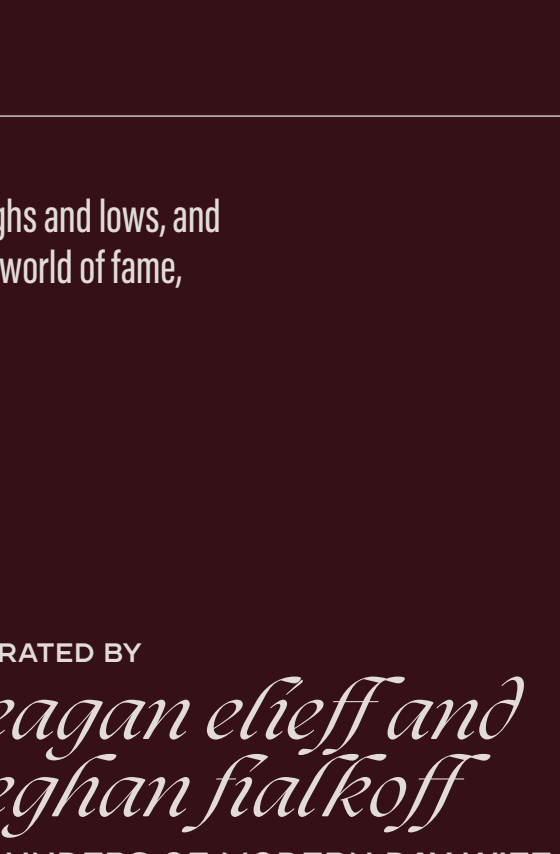
Diving into the latest style trends, personal branding, and luxury living, this panel features industry leaders who reveal how to cultivate confidence, elegance, and a modern, aspirational lifestyle.



INDUSTRY EXPERT
CHARLENE ARIANNA
FOUNDER OF CHARLENE ARIANNA PHOTOGRAPHY



INDUSTRY EXPERT
SARAH HANCOCK
FOUNDER OF BOUTIQUE SIGNÉ SARAH INC



INDUSTRY EXPERT
JANNA LOZON
FOUNDER AND DESIGNER AT ROCKING VIBE INC



INDUSTRY EXPERT
WHITNEY HARTSORN
FOUNDER OF WOMEN CLOTHING BOUTIQUE • STYLING STUDIO



INDUSTRY EXPERT
HANNA JAMES
CO-FOUNDER, GREENHOUSE



INDUSTRY EXPERT
BRIDGET MCCLELLAN
DESIGNER BY BRIDGET, DESIGNER & STORE OWNER

5:30PM BUSINESS & ENTREPRENEURSHIP PANEL

MODERATED BY JEN SZPIGIEL
FOUNDER • CEO OF BECOMING ICONIC • EDITOR-IN-CHIEF OF THE ICONIC MAGAZINE

Featuring a powerhouse discussion where successful founders and executives share their journeys, strategies, and must-know advice on scaling businesses, building brands, and achieving financial success.



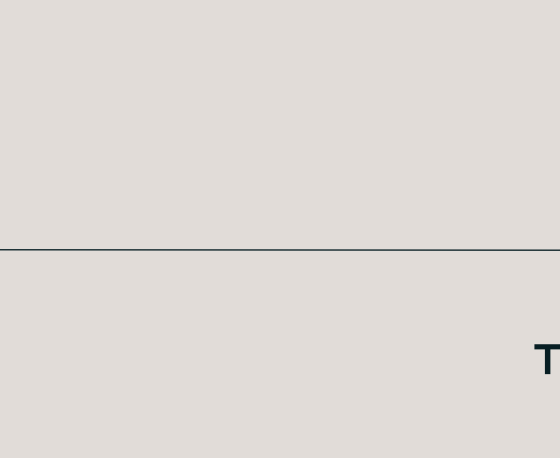
INDUSTRY EXPERT
MICHELLE WISTING
FOUNDER OF ENLIGHTENED SUCCESS INSTITUTE



INDUSTRY EXPERT
MEGHAN HILL
CO-FOUNDER OF GINGERBUGS



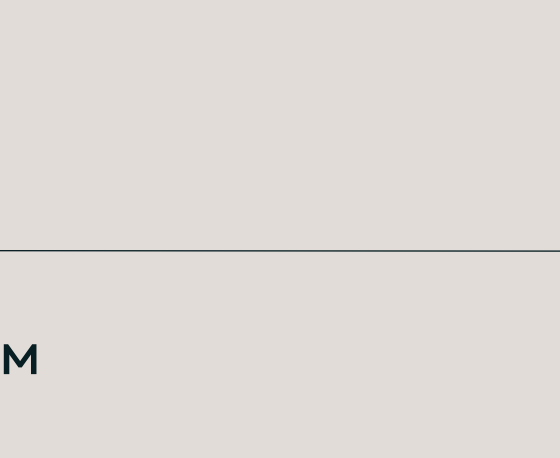
INDUSTRY EXPERT
JEN SZPIGIEL
CO-FOUNDER OF REAL PAJAMAS



INDUSTRY EXPERT
ALEXANDRA POTVIN
CO-FOUNDER OF DIVVY PILATES



INDUSTRY EXPERT
MELISSA SMITH
FOUNDER OF BRIGGS LABS



INDUSTRY EXPERT
TINA
SPECIAL EVENT HOSTS

6:00PM INNOVATION PANEL - POWERED BY NIKI INC

MODERATED BY NIKI PAPAIOANNOU
FOUNDER OF NIKI INC

The Innovation Panel spotlights trailblazing entrepreneurs, lifestyle experts and business leaders who are redefining the future across industries. Expect powerful insights, breakthrough ideas, and actionable strategies to spark your next big move.

INDUSTRY EXPERT
SHALINI CHAVIRA
CEO, FINANCIAL ADVISOR, "GIRL MATH" BY MYSTIFIER, TALKS & WEALTH

INDUSTRY EXPERT
VAL VEE
FOUNDER OF UNLEASHED CONFIDENCE™

INDUSTRY EXPERT
SABORIA JAHAN AND NICOLE LEANNEAULT
FOUNDERS OF BEST DRESSY UP

INDUSTRY EXPERT
SHALINI CHAVIRA
CEO, FINANCIAL ADVISOR, "GIRL MATH" BY MYSTIFIER, TALKS & WEALTH

INDUSTRY EXPERT
LEANNEAU PERFECT
FOUNDER OF OUTNOD

6:30PM FIRESIDE CHAT I & II

Let's talk...

ALESSANDRA OCAMPO
Principal Lawyer of Vantage Law

DR. MARJORIE DIXON
Founder, CEO & Medical Director of Anova Fertility

7:00PM CELEBRITY PANEL

Featuring renowned figures sharing their experiences, career highs and lows, and personal wisdom, giving attendees an exclusive look into the world of fame, success, and empowerment.

HANNAH WRIGHT
WINNER OF LIPIX ISLAND

ASHLEY FREEBORN • TERESA FREEBORN
FOUNDERS OF SMASH + TESS

AICHA
CONTENT CREATOR

8:00 - 8:30PM

TIME FOR THE EXCLUSIVE MODERN DAY WIFE

fashion show

SPONSORED BY REAL PAJAMAS

WOVEN

SMASH + TESS

8:30PM

swag bag pickup

& FAREWELLS

THANK YOU!

SEE YOU SOON

THEMODERNDAYWIFE.COM