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ADWEEK: The Indie Fashion Market Meant Business at Nolcha Fashion Week: New York

By: Danielle Marshall

Twice a year New York Fashion Week takes place, giving designers from all around the world a place to display their upcoming collections. On February 13th, Nolcha, one of New York's leading platforms for independent global fashion designers, held their Fall/Winter event at Pier 59.

Similar to how the Sundance Film Festival showcases independent films, Nolcha Fashion Week capitalizes on indie designers and their contribution to the fashion community.



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Returning for a second consecutive season, the presenting sponsor RUSK, who's philosophy is "Fashion + Culture + Attitude" - is a professional hair-care brand globally known for both product and approach.

The creative drive of Rusk and innovation of Nolcha makes for a perfect partnership and led to another impressive day of runway shows.



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Rusk was joined by Official Sponsors: smartwater, CLEAR, RealBeanz, DON Q Rums, FOCO Pure Coconut Water, American Airlines, WeConnectFashion, FashionStock, and 'WichCraft.

In addition, Monster Energy, Cavoda Vodka, and Esarsi Shoes, who provided some of the shoes for the models to wear during the shows, were also in attendance.



ADWEEK

The event featured 3 runway shows, and 13 global designers, based out of China, Sweden, The UK, Brazil and across the U.S. Seated in the front row at the 4:30pm show, we watched the models introduce the collections from indie designers: Diana Simaan, Studio 6th Sense, Andressa Leão, Adolfo Sanchez and Michael Fenici.

The Michael Fenici show featured NYC's most notable businessmen, making their catwalk debut to illustrate how Fenici's bespoke suits are customized to different types & styles of men. Nolcha's own President, Arthur Mandel, was even seen walking down the runway in the presentation.



ADWEEK

Many celebrity appearances were made at the event. Jersey Shore's Sammi "Sweetheart" Giancola, and **Rapper Waka Flocka** were spotted at the 4:30pm show. **Dawn Olivieri from House of Lies** rocked a bold and beautiful Tess Johnson coat and was sending tweets to Tess about the "sick jacket" the night before the event. Kacie Boguskie of The Bachelor sported looks of designers Diana Simaan and Lilly Lorraine.

Earlier in the day, during the The Vanity Project's 1:30 show, (which featured shoes by Cat Footwear), celebrities walking in that presentation **included rock-band "Early Morning Rebel,"** Tight-end for the Kansas City Chiefs, Steve Maneri and defensive-back for Atlanta Falcons, Robert McClain.



Some other familiar faces seen throughout Nolcha were **Carrie Keagan of VH1,** recording artist Masha, the female R&B group Allure, Style Network's Glam Fairy Briella Calafiore, Broadway star Krystal Joy Brown, recording artist Guinevere, and James Anderson of the Carolina Panthers.

ADWEEK

Nolcha attendees left with gift bags filled with trendy products from **eatwhatever, Outburst Energy Bites, Rusk, Udderly SMOOTH® and Kusmi Tea US.**

The following day, media and industry members were invited to celebrate the brands who made **Nolcha Fashion Week** happen at the Fashion Lounge + Media Brunch, held at Yotel. Guests mingled with the independent fashion brands in Yotel's private club cabins. The afternoon consisted of bites prepared by **award winning Chef Richard Sandoval** and refreshments from **RealBeanz and smartwater. RUSK** also presented the event, pampering attendees by styling their hair and makeup, with help from AOFM

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We look forward to seeing the designers and their collections in the future and imagine it won't be long before they will be presenting at **Mercedes Benz Fashion Week.**

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