DESIGNER KIT

NEW YORK FASHION WEEK

SEPTEMBER 8-12, 2017
About

Prestige of property
The Nolcha Shows have established itself as the leading award winning platform for independent fashion designers during NYFW.

Over 23,908,211 impressions were reached on social media with the hashtag #nolcha & #nolchashows during Nolcha September 2016.

Consistent celebrity and media attendance
Mischa Barton, Teyana Taylor, Christy Turlington, Bella Thorne, Mel B, Coco Rocha, Zendaya, and prominent media attended to view the latest fashion trends.

New York City recognition
Officially sanctioned New York Fashion Week Event by NYCEDC

Forbes
"The Nolcha Shows have become a hot incubator of new fashion design talent." 

ADWEEK
"The Indie Fashion Market Meant Business at Nolcha." 

As seen in:
SNAPSHOT OF PAST EVENT SUCCESS: VIDEO & IMAGES

WATCH THE VIDEO

VIEW IMAGES
DISTINCTIVE PARTNERS

Distinctive partners have made the Nolcha Shows: New York Fashion Week into what it is today.
NICHE PREMIUM DEMOGRAPHIC

Build brand awareness and engage with a sought-after demographic of influencers.

• Trendsetters
• Industry Influencers
• Media/Bloggers

• Celebrities
• 70% Female
• Early Adopters

MAME ADJEI

MISCHA BARTON

JESSICA LOWINDES
PRESS FROM TOP PUBLISHERS

Entrepreneur
“Capitalizing on Fashion Week “The Nolcha Shows give independent designers a share of the spotlight during a week dominated by Marc Jacobs and other powerhouse brands.”

Inc
“6 Fashion Week Trends You Can Actually Wear at the Office”

Galore
“The Nolcha Shows: the platform for independent designers”

NEW YORK POST
“While the fanfare is centered around Mercedes Benz Fashion Week, it’s far from the only glamour game in town.”
LEVERAGE REAL TIME EVENT CONTENT FOR YOUR SOCIAL MEDIA

Build upon your community and engage with new followers by keeping them up to date with photos, videos, celebrities and updates your brand is doing during New York Fashion Week.

"Thank you for having me @nolchashows"

"Some of my favorite designers are showing today @nolchashows"

"Some of my favorite designers are showing today @nolchashows"
PIONEERS OF FASHION DESIGN

Over 250 designers have showcased their collections at Nolcha Shows during NYFW from around the world.

They include Italy, Australia, Moscow, Israel, USA, England, Mexico, Peru, Beirut, Turkey, Iceland, Nigeria, Poland, Russia, Spain, Canada, Brazil, South Korea, Puerto Rico, Colombia and China.
PIONEERS OF FASHION DESIGN

SYU SYU HAN

LEKA NYC

DANY TABET

ALL COMES FROM NOTHING

ADOLFO SANCHEZ
OUTSTANDING PRESS

Jennie Garth Wears Pale Goth Makeup, Short Dress on Runway at New York Fashion Week

Xiomara takes New York

Lu Yang by Yang Lu RTW Spring 2017
The Chinese designer played with geometric shapes in his young and casual spring collection.

New Generation Of Latina Designers At New York Fashion Week
OUTSTANDING PRESS TV/VIDEO

WATCH ON NY1

WATCH ON BRAVO

WATCH ON AOL

WATCH ON NDTV-China
RUNWAY PACKAGE

1. State of the art venue
2. Professional lighting
3. Professional surround sound
4. Professional staff (on-site): event managers, fashion director, Lighting director, sound team, front of house director
5. Changing and preparation area, clothing racks, and steamer
6. Professional models from reputable NYC modeling agencies
7. Professional hair and make-up team
8. Photography images of collection
9. Company name included in PR
10. Social media inclusion (30,000+ fans)
11. Designer profile on website
12. Inclusion in media pitching
13. Dressers
14. On-site ushers
15. Guest relations team

PRICING

Main Runway: 15-20 Looks | $10,000
Individual Showcase: 25-30 Looks | $25,000
Please complete this form

fax or email:
e. info@nolchashows.com
f. 6468083113

Referred by (Circle)
Arthur, Megan, Kerry or other ________

COMPANY NAME:
DESIGNER NAME:
PUBLICIST/AGENT:
EMAIL:
WEBSITE:
PHONE:

RUNWAY PACKAGE (CIRCLE)
INDIVIDUAL RUNWAY / MAIN RUNWAY