

# NOLCHA SHOWS

NEW YORK FASHION WEEK

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## 12th Year NYFW

February 9-12, 2020

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**Designer Runway and  
Offerings Packages**



Cover Images from KavenLiu Dimor  
SS2020 Collection at Nolcha Shows NYFW





# PRESTIGE OF PROPERTY

For the past **12 years** the **Nolcha Shows** have been held simultaneously with **New York Fashion Week** and established itself as the leading award winning fashion week platform of discovery & promotion of innovative independent fashion designers.

Over 23 million impressions were reached on social media with the hashtag #nolcha & #nolchashows during Nolcha September 2016. Verified by Keyhole.

## NEW YORK CITY RECOGNITION

The Nolcha Shows are officially sanctioned. **NYCEDC**

### ADWEEK

"The Indie Fashion Market meant business at Nolcha."

### Forbes

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

## AS SEEN IN

VOGUE

WWD

Entrepreneur

YAHOO!

DAILY NEWS

FT FINANCIAL TIMES

The New York Times

Esquire

access hollywood

Bravo

Daily Mail



# THE VENUE

**Union West** is characterized by its **soaring 18,000 square feet of open space**, floor to ceiling windows and top of the line finishes.

[Watch](#) Behind the scenes from the venue with Designer Kavenliu Dimor.

Located in Chelsea NYC.

Past designers that have showcased their collections at this venue include [Helmut Lang](#) and [Anne Barge](#).



# THE VENUE

Watch our runway shows from the venue Union West.

**WATCH A CLIP**  
**HOST & VAR SS 2020 SHOW**

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**WATCH**  
**AMNESIA BY**  
**EVA PROKAI FALL 2020 SHOW**

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# PIONEERS OF FASHION DESIGN

Over 280 designers have showcased their collections at Nolcha Shows during New York Fashion Week from around the world.

Countries include Italy, Australia, Israel, USA, England, Mexico, Peru, Lebanon, Turkey, Iceland, Nigeria, Poland, Russia, Spain, Saudi Arabia, Canada, Brazil, South Korea, Colombia and China.



**LUYANG BY YANGLU**



**BY GEE X SPEETRA**



**HOST AND VAR**





**ELF SACK**



**KAVENLIU DIMOR**



**AMNESIA BY  
EVA PROKAI**



**VIDEMUS OMNIA**





**NINA ATHANASIOUS**



**VITRUVIUS**



**ADOLFO SANCHEZ**



**S'RA**



# 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.”





# NICHE DEMOGRAPHIC

**Connect, engage,  
and share your brand story  
with a niche demographic  
of influencers, media,  
and industry.**

**Our shows are invite-only  
and not open to the public.**



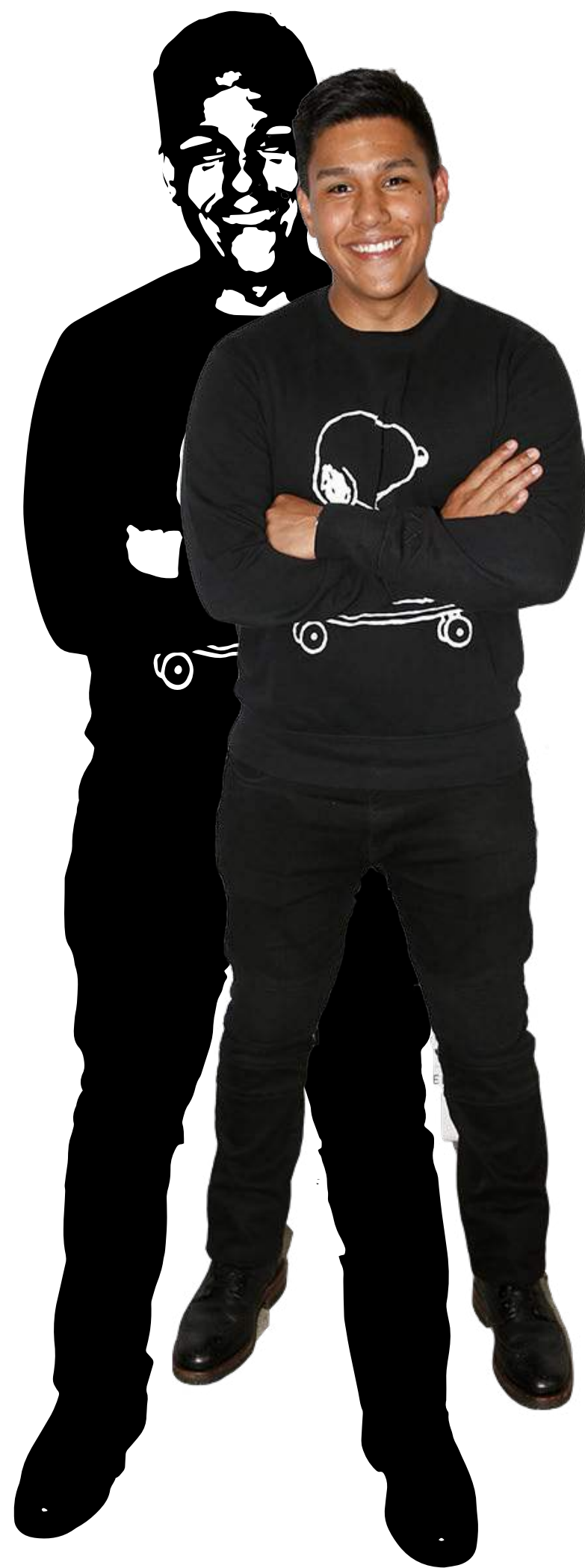


# DIGITAL INFLUENCERS

The Nolcha Show invite-only attendees are attended by influencers that interacted with the brands and covered the events. Past attending guests below.



 **STEPH LECOR**  
204K FOLLOWERS



 **EDUARDO GONZALEZ**  
374K FOLLOWERS



 **DANIELLA MOINET**  
1.8 M FOLLOWERS



 **AMBER DIAMOND**  
103k FOLLOWERS



 **LOREENA GOMES**  
116K FOLLOWERS



# Past attending guests



📷 OLIVIA CULPO 4.3 M FOLLOWERS

📷 JESSICA PIMENTEL 540K FOLLOWERS



📷 NATALIE OFF DUTY 636K FOLLOWERS



📷 MELANIE SUTRATHADA 17K FOLLOWERS



# DISTINCTIVE PARTNERSHIPS

Partnerships that have made the Nolcha Shows: New York Fashion Week into what it is today.







# SNAPSHOTS OF PAST EVENTS

[View](#) the images.

[Watch](#) past shows.





# CELEBRITY BRAND ENGAGEMENT

Trendsetting celebrities that have attended Nolcha Shows.



Christina Milian



Christy Turlington



Teyana Taylor Iman Shumpert



Mel B



Coco Rocha



Jessica Lowndes



# OUTSTANDING PRESS COVERAGE

View past press coverage from the Nolcha Shows New York Fashion Week.

**WWD**

Fashion + Business + Beauty + Men's + Runway + Accessories + Eye + ...

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### Lu Yang by Yang Lu RTW Spring 2017

The Chinese designer played with geometric shapes in his young casual spring collection.

By **Alessandra Turra** on September 12, 2016

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twitter

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**NBC NEWS**

NEWS SEP 9 2014, 5:54 PM ET

**New Generation Of Latina Designers At New York Fashion Week**

**FASHIONISTA**

NEWS BUSINESS STYLE BEAUTY SHOPPING CAREERS

FASHION WEEK

## MEET 19 DESIGNERS MAKING THEIR NEW YORK FASHION WEEK DEBUTS

This season's ones to watch run the gamut from streetwear, to lingerie, to a major retail chain.

Similar to VFiles and Made, Nolcha is another platform for less established designers. This season, 12 have been chosen to show all on the same day in the same venue.

### NOLCHA SHOWS

**nolchashows**  
11.5k followers







## How Fashion Serves As A Platform For Positive Social Campaigns

Forbes



New York Fashion Week (NYFW) is one of the most highly anticipated weeks for fashionistas, socialites and designers from around the world. The weeklong event does not disappoint with everything from introducing new designers to the scene to the unveiling of new trends from seasoned designers to intimate fireside chats into the world of fashion.



Designer Kenya Smith, Planet Zero Motorsports, was... [\[+\]](#)  
NOLCHA SHOWS



## 6 Fashion Week Trends You Can Actually Wear at the Office

Not a fashionista? Not to worry. These pieces might be trendy for fall, but just about anybody can pull them off in the workplace.

in f t



By Zoë Henry Freelance writer [@ZoeLaHenry](#)

### The Leather Jacket

While you might think of the leather jacket as a relic of the 1980s, it's making a comeback on the catwalk this season. It's often in black for a sleek, street look (as in [Alexander Wang's collection](#)), or else jazzed up with gold zippers or patterning on the sleeves.

The Yvette Hass piece below, from the Nolcha "Ones to Watch" show, demonstrates a trendier version of the classic. Try swapping out your blazer for a close-fitting leather (or faux leather) jacket over a blouse or button-down, especially if your office has a more laid-back, Silicon Valley vibe.



## HOW TO: NOLCHA SS20 RUNWAY SHOWS' EFFORTLESS, ORGANIC STYLES BY ECRU NEW YORK

Thursday, 19 September 2019 13:40 | [Print](#)



## Nolcha Shows Give Spectators Sneak Peek at Emerging Innovative Styles



WATCH NY1 TV

## Celebs Who Are Hot In The Spotlight



## Make-a-Wish Makes Teen Girls Manhattan Models for a Day

BY NY1 NEWS | MANHATTAN  
PUBLISHED 8:57 PM ET FEB. 10, 2019



Two young girls see their wishes come true at New York Fashion Week thanks to Make-a-Wish.



# RUNWAY READY



## HAIR & MAKEUP TEAMS

Our key hair and make-up stylists lead a team to create the runway ready looks.



## BACKSTAGE

A dedicated changing and preparation area is provided with clothing racks, steamer and dressing assistants.

## MODELS

You are involved in the entire casting process of professional models from reputable modeling agencies.





# RUNWAY PACKAGES

12 Years of producing runway shows during New York Fashion Week.

## COLLECTIVE SHOW

### 10x Looks

+

Collection Show  
Venue / Backstage /  
MUAH Team  
Tech Production /  
Lighting / Sound  
Runway Team

+

Your Logo on Runway  
Wall Backdrop

+

Your Music Selection

+

Runway Photography

+

Invitations / Inclusion in  
Media Pitching

**\$6,000**

## COLLECTIVE SHOW CREATIVE CONTROL MUAH

### 20-25x Looks

+

Collection Show  
Venue / Backstage /  
MUAH Team  
Tech Production /  
Lighting / Sound  
Runway Team

+

Your Logo on Runway  
Wall Backdrop

+

Your Music Selection

+

Runway Photography

+

Invitations / Inclusion in  
Media Pitching

**\$12,000**

## EXCLUSIVE SHOW INDIVIDUAL SHOW

### 45x Looks

+

Individual Show  
Venue / Backstage /  
MUAH Team  
Tech Production /  
Lighting / Sound  
Runway Team

+

Your Logo on Runway  
Wall Backdrop

+

Your Music Selection

+

Runway Photography

+

Invitations / Inclusion in  
Media Pitching

**\$30,000**





# REGISTER

**NOLCHA SHOWS**

**New York Fashion Week**

**350 Fifth Ave. 59th FL New NY NY 10118**

**Email: [info@nolchashows.com](mailto:info@nolchashows.com)**

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**All images featured in this presentation are  
exclusively from the Nolcha Shows: NYFW.**