

NOLCHA SHOWS

NEW YORK FASHION WEEK

12th Year NYFW

February 9-12, 2020

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



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



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.**

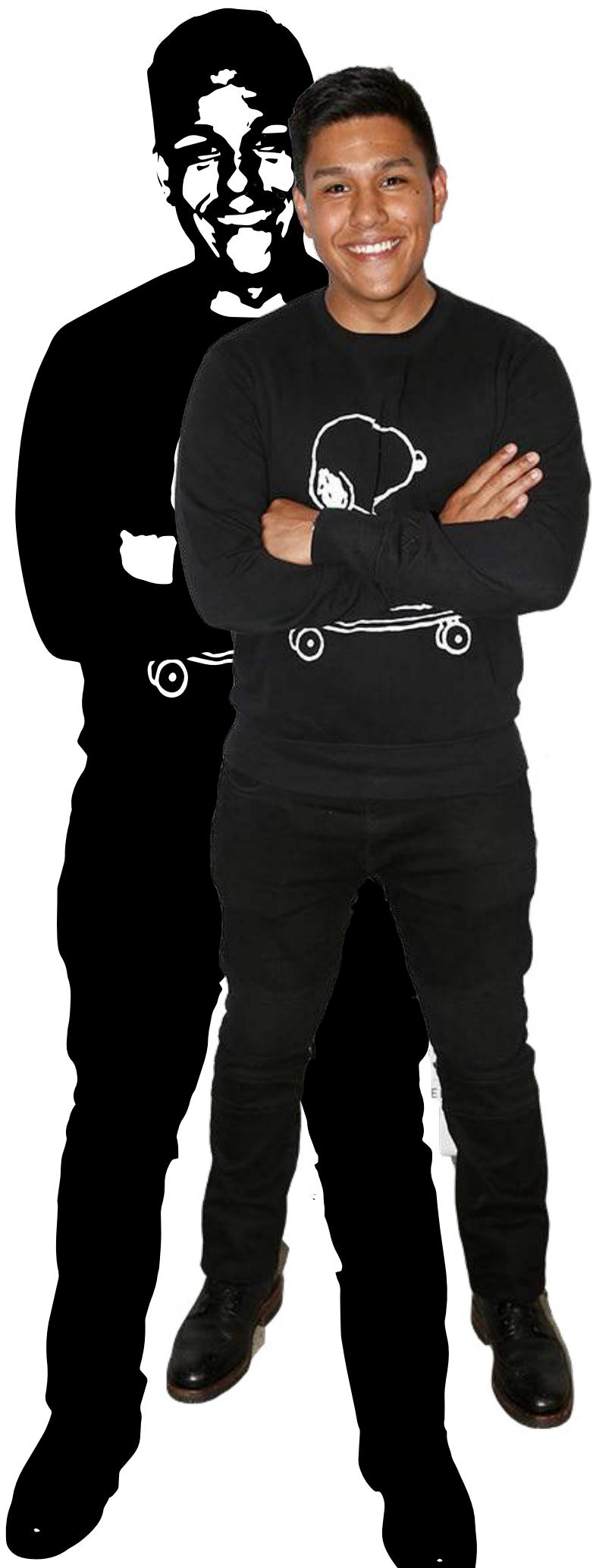


DIGITAL INFLUENCERS

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

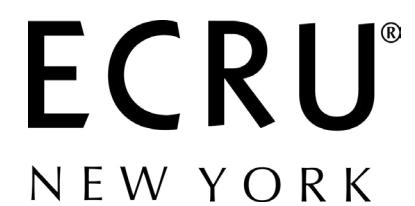
Partnerships that have made the Nolcha Shows: New York Fashion Week into what it is today.



ESCADA



DonQ
CRISTAL
Estas Claro...



SNAPSHOTS OF PAST EVENTS

[View](#) the images.

[Watch](#) past shows.



CELEBRITY BRAND ENGAGEMENT

Trendsetting celebrities that have attended Nolcha Shows.



© JOHNNY WUJEK 256K
© BELLA THORNE 16.9M

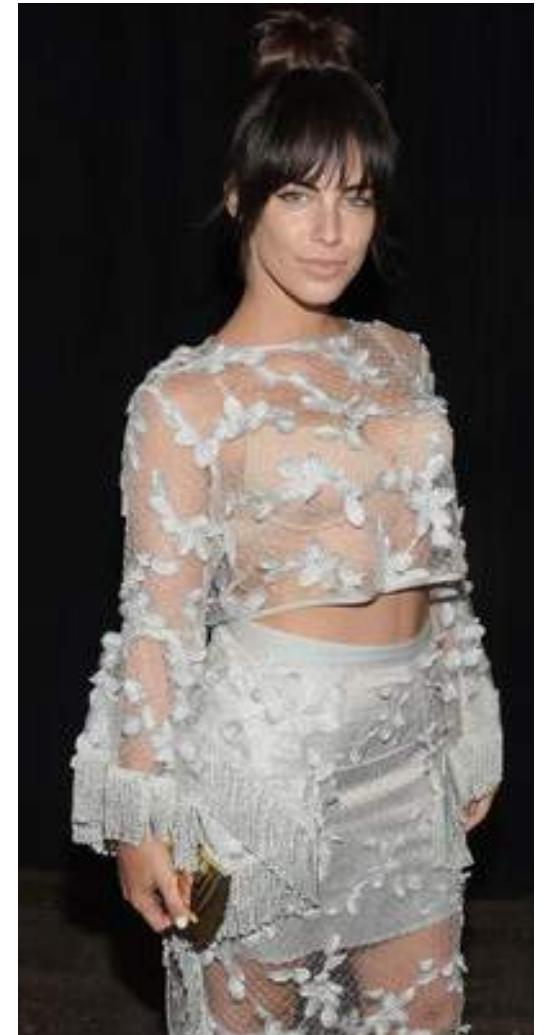
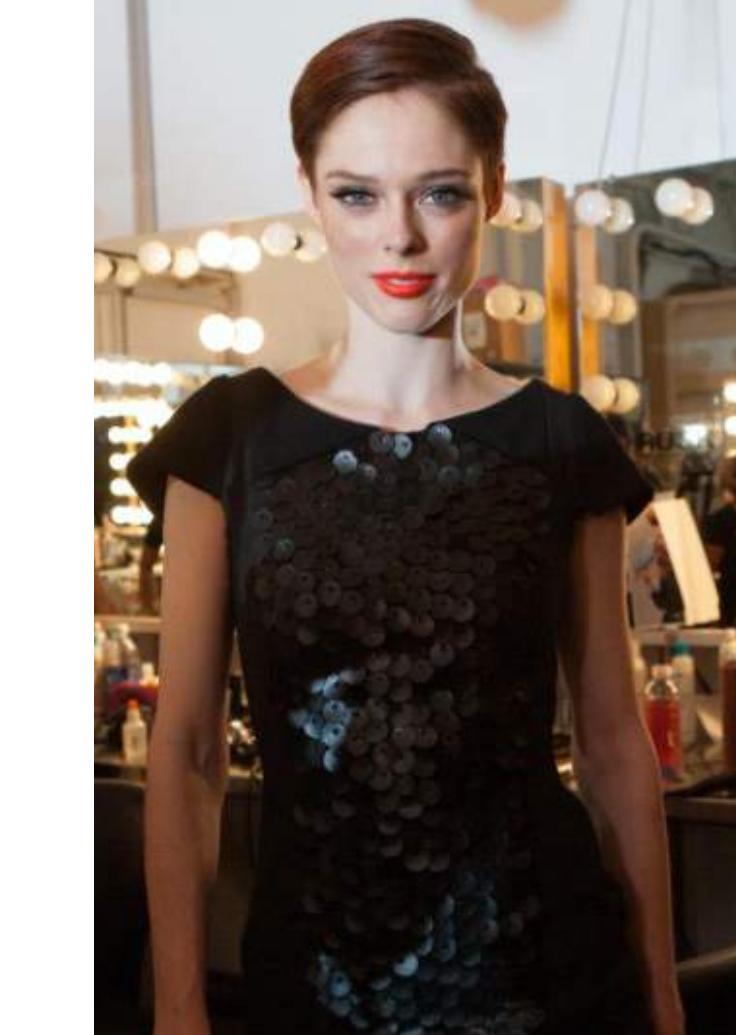
© RUSSELL WESTBROOK 14M



Christina Milian

Christy Turlington

Teyana Taylor Iman Shumpert



Mel B

Coco Rocha

Jessica Lowndes

OUTSTANDING PRESS COVERAGE

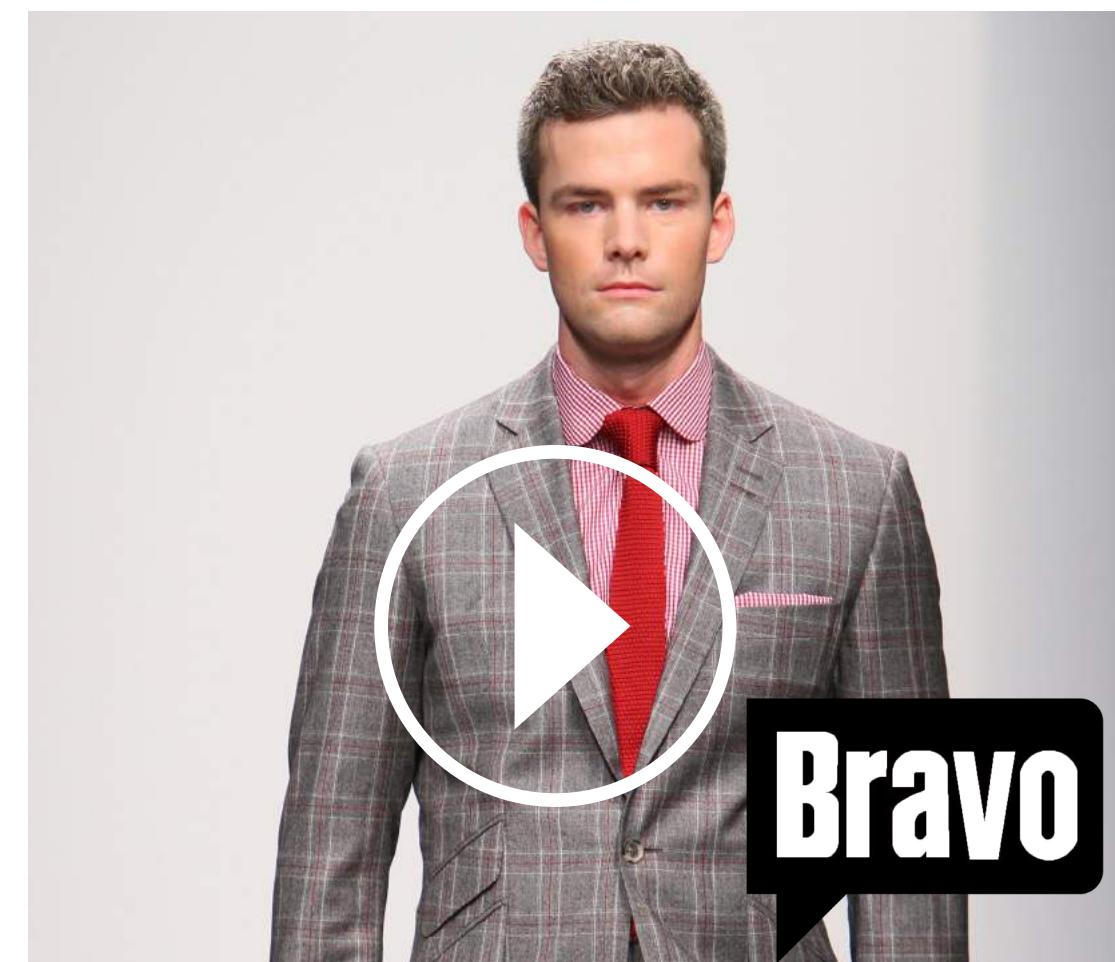
View past press coverage from the Nolcha Shows New York Fashion Week.



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



FASHIONISTA

NEWS BUSINESS STYLE BEAUTY SHOPPING CAREERS

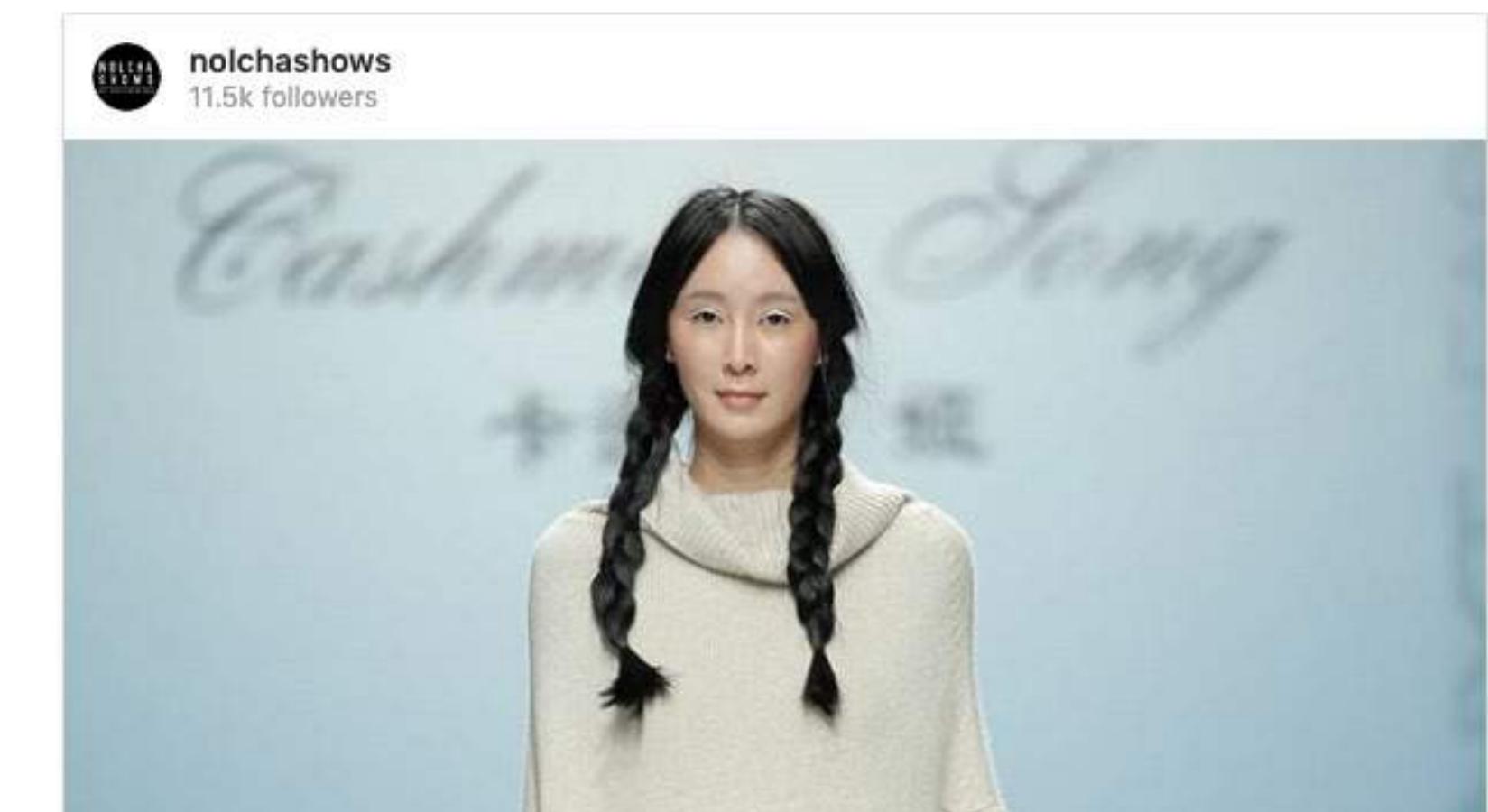
FASHION WEEK

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





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



MANHATTAN

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

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

f t g m s

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
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Email: info@nolchashows.com

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

