

Nolcha Shows Announces NYFW Partnership with *Wear the Future*

Embracing Fashion Designers Focused on **Sustainability** and High Demand for **Ethical Fashion**



As sustainability continues to play a vital part in the fashion industry, Nolcha Shows teams up with Wear The Future for NYFW show to showcase environmentally-conscious independent designers.

New York, New York - September 7th, 2019- [NOLCHA shows](#) NYFW, the award-winning fashion event held during New York Fashion Week for independent fashion designers, announces its collaboration with agency [Wear the Future](#) to curate an all-sustainable runway show for NYFW 2019. While high end traditional luxury brands attempt to stay relevant and environmentally-friendly, independent companies are way ahead of the game. Confirmed designers presenting in the runway show include [Host and Var](#), [Tribe Alive](#), [Speetra Studios](#), [Alterre NY](#), and [Mikage Shin](#).

"In all the glamour and excitement, however, the leaders of the fashion industry and consumers alike forget about their responsibility to our environment. Garments have become increasingly short-lived — acquiring the name "fast fashion" — and 85% of textiles end up in landfills. The

fashion industry is rapidly depleting our natural resources and it's past time we shift to more sustainable garment production," said Annabella Azade, Fashion Journalist and Founder of [Wear The Future](#).

"Sustainable fashion not only eliminates the number of fabric waste created, but also ensures that labor workers are given fair wages and are working in acceptable conditions. Therefore, not only tackling the environmental faults of the fashion industry, but also raising the standards for workers creating the pieces."

"Nolcha Shows is thrilled to team with Wear The Future to showcase talented, sustainable designers. Our runway show continues to thrive by offering independent designers a prominent position during NYFW and maintain our strong reputation as the go-to-destination for true design talent. Ethical fashion is on the rise and Nolcha Shows is proud to host designers who are heavily focused on sustainability," said Arthur Mandel, Co-Founder of Nolcha Shows.

As designers take on sustainability, companies are even starting to focus on 3D-printing designs. [Speetra Design Studios](#) a one stop shop for sustainable, innovative and luxurious 3D-printed clothing, is a designed-focused innovation firm working at the convergence of architecture, product and fashion design.

"Our innovation is eco-friendly, close to zero waste fashion. The 3D printing also allows for more bespoke pieces that would fit each individual's bodies perfectly, a new way of mass customization through generative design," said Speetra's CEO & Co-Founder, Sara Dsouki. The company collaborates with Fashion, Pattern and Textile Designers to translate their visions into 3D-Printed garments. *"Traditionally, sustainable fashion meant organic or recyclable materials, conscientious shipping, fair wages for those making the clothes, etc., and these are all important, noble pursuits, but a powerful 3D printer and an innovative mind could change all that. Designers have begun experimenting with 3D-printed pieces of clothing and in doing so are exploring a new philosophy of sustainable fashion."*

[Høst & Vår](#) is a native Norwegian sustainable brand started by a mother and daughter that combines prints, layering of shapes and materials to create an overall feminine detailed style. With collections featuring Vegas fabrics holding the V-Label certificate. With innovative technology, the fibres are regenerated using by-products of cotton production, creating fabrics that have positive qualities of silks without cruelty to animals, are soft to touch, and naturally anti-bacterial and odour resistant. All the company's fabrics are toxic free and kind to skin and the planet and are fully biodegradable after two months of soil coverage. *"We take our inspiration from all the strong women that stand out, fight for her rights, and get dressed every morning to meet the world with kindness and love,"* said Elsa Fredrikke Nedrebo, Co-Founder.

A sustainable trendy clothing line designed by all females, [Tribe Alive](#), empowers women around the world to find financial freedom through safe and meaningful employment at living wages. The company measures success by impact, not by profits. *"Tribe Alive believes artisans should have access to safe, healthy work environments free of harassment, discrimination, and child*

labor. We partner with groups that are committed to providing inspiring and well-lit studios where our artisans can create their beautiful work,” said founder Carly Burson. “We invest in the people behind our products. Our artisans are paid living wages, and we pay them promptly, knowing that families rely on this income to meet immediate needs.”

[Alterre NY](#), an interchangeable shoe company, that was originated and manufactured in New York City, but produced in fair labor factories in Brazil. The company’s custom designs shoes for comfort and long term support are made with recycled plastic. Patterns are cut on leather using computer-programmed laser cutters to fit patterns on one’s skin, with the least waste and avoiding metal dies. *“We work with shoe experts with over 30 years of experience both in Brazil and the US to bring you a shoe that is as expertly crafted as possible. We firmly believe in producing shoes using fair labor, and to ensure peace of mind we visited the factory ourselves and made sure that everyone there was happy and healthy,”* said Shilpa Iyengar, founder of Alterre NY.

[Mikage Shin](#), an emerging Japanese designer, is eager to create new genderless and ageless brands for empowering today’s intelligent self-made women and individual women who live during difficult times without any unreasonable limitation and stereotype. The 21st century’s art history and 21st century’s social problems highly inspire Shin’s avant-garde designs. *“As a child, I struggled in my personal life and began to contemplate how to create the best life for women and the importance of nationality and shaping one’s identity,”* said Mikage. *“Throughout my life I have always had a strong opinion on what constitutes social norms and challenging this idea led me to fashion. I strongly believe that fashion can promote self-confidence and can form different impressions about one person, from one style to the next.”*

NYFW Runway Show Details:

When: September 7th, 2019 Runway show at 6:00PM EST

Where: Union West Events

547 WEST 28TH STREET (Between 10 and 11th Ave), Chelsea, New York

About The Nolcha Shows:

The Nolcha Shows, now in its 12th year, is an award-winning event held during New York Fashion Week to showcase independent and emerging fashion designers to a global audience of press, retailers, stylists and industry influencers. The Nolcha Shows have become renowned as an incubator of talent and a platform of discovery, promoting cutting-edge, innovative fashion designers through runway shows and exhibitions. The event is officially recognized by the New York City Economic Development Corporation, offering a range of cost-effective options to help independent fashion designers gain recognition and develop their businesses. The Nolcha Shows consistently receive positive media coverage including features in *Forbes*, *Wall Street Journal*, *WWD*, *NY Magazine*, *Elle*, *Entrepreneur*, *Financial Times*, *New York Times*, *Glamour*, *Cosmopolitan*, *CBS*, *NY1*, *US Weekly*, *NBC*, *Daily Mail*, and *Inc*. For more information, please visit www.nolchashows.com. Contact: Nicole Notar.

About Wear The Future:

[Wear The Future](#), founded by Anabelle Azade, is the first fashion tech PR agency who specializes in representing innovative and sustainable designers. A bit of a renaissance woman, Azade has done it all. Not only is she an established fashion journalist with a strong PR background working once for Marie Saeki PR in NYC. For more information, please visit www.wear-thefuture.com / Contact: media@wear-thefuture.com