

NOLCHA SHOWS

NEW YORK FASHION WEEK

SEPTEMBER 6 - 12 2018
10 TH YEAR

PARTNER PACKAGE



ABOUT

Prestige of property

For the past 10 years the Nolcha Shows have been held simultaneously with New York Fashion Week and have established itself as the leading award winning fashion week platform of discovery & promotion of innovative independent fashion designers.

Consistent influencer & celebrity attendance

Teyana Taylor, Mischa Barton, Christina Milian, Bella Thorne, Christy Turlington, Coco Rocha, Mel B, Zendaya, Kelly Rutherford and prominent media have attended the Nolcha Shows to view the latest fashion trends.

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


Forbes

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

ADWEEK

“ The Indie Fashion Market Meant Business at Nolcha. ”

New York City recognition

The Nolcha Shows are an officially sanctioned Event by  **NYCEDC**

As seen in:

VOGUE

Bravo

access
hollywood

WWD

FT
FINANCIAL
TIMES

Daily Mail

The New York Times

DAILY NEWS

Esquire

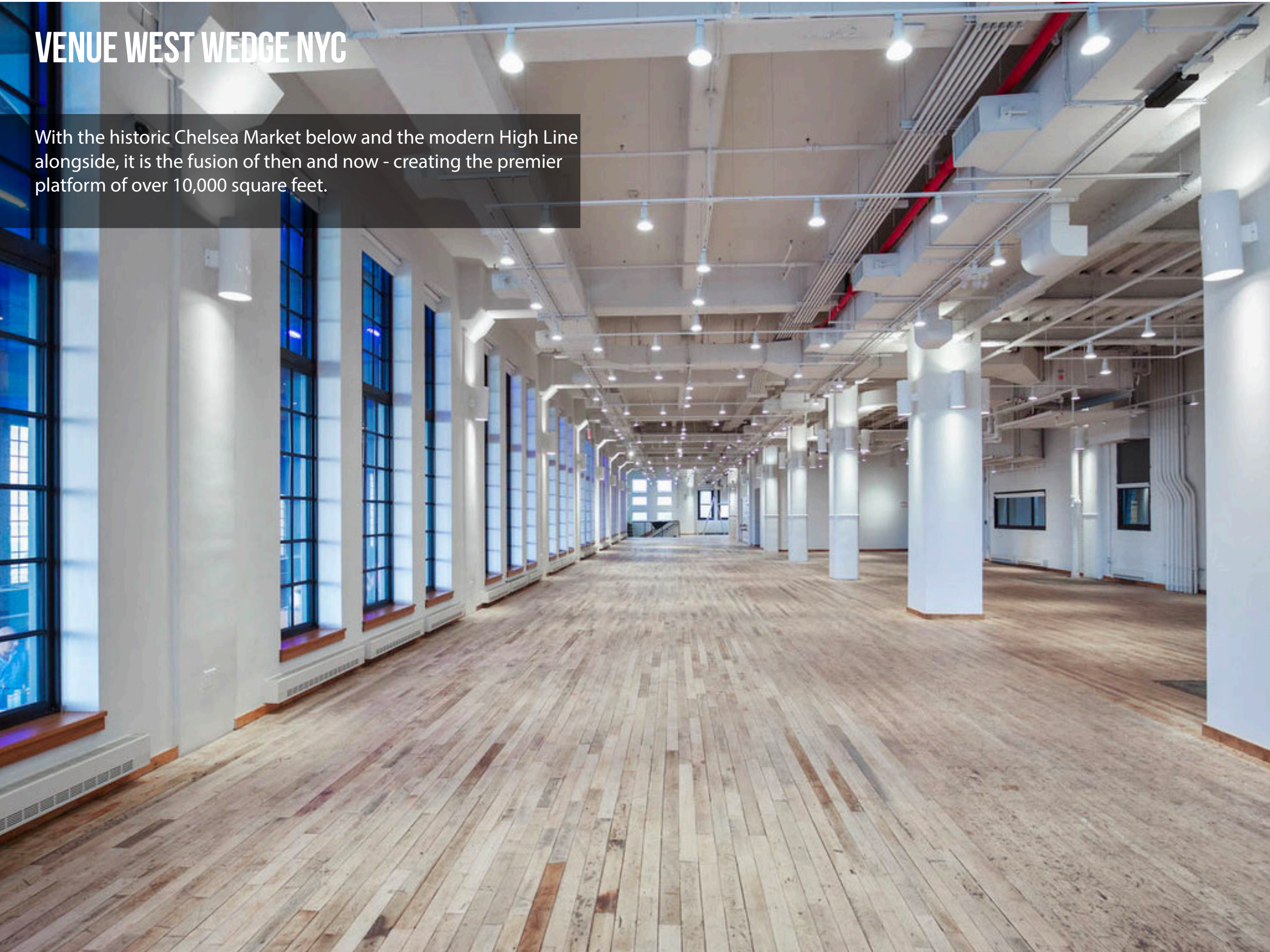
YAHOO!

Entrepreneur



VENUE WEST WEDGE NYC

With the historic Chelsea Market below and the modern High Line alongside, it is the fusion of then and now - creating the premier platform of over 10,000 square feet.



PARTNERSHIP OPPORTUNITIES

Connect, engage and share your brand story with our niche demographic of influencers, press, celebrities and industry.

SCHEDULE:

DAY 1: Runway Shows (Full Day)

Day 2: Industry Dinner Party (7pm to 12am)

Day 3: Closing Party (7pm to 12am)



PARTNERSHIP PROPOSAL

Over the past 10 years we have built repeat brand relationships with Citibank, UPS, Mercedes- Benz, American Airlines and other nationally known brands seeking to reach niche influencer demographics during New York Fashion Week.

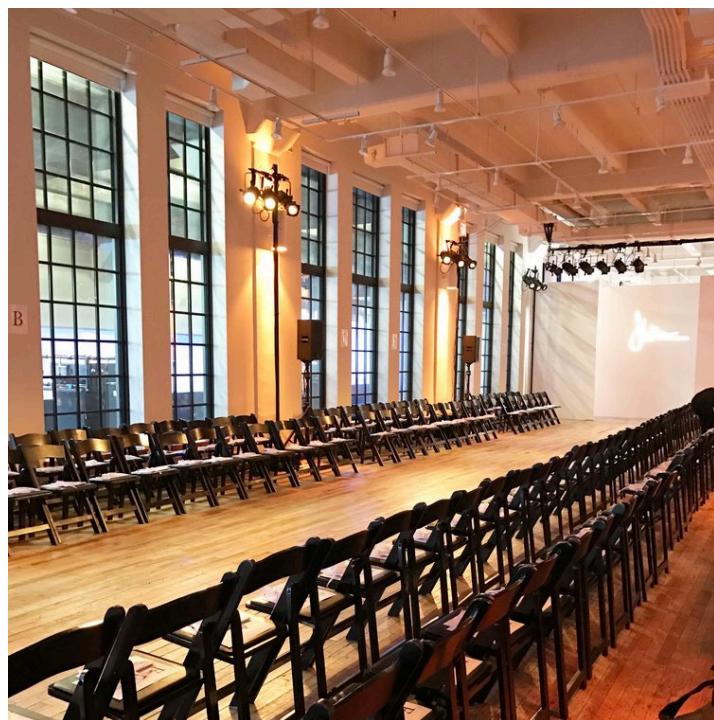
PRESENTING PARTNER

- Full Naming Rights: Nolcha Shows New York Fashion Week Presented By YOUR BRAND
- Category exclusivity
- 20 ft wide product station
- Original event images for promotional use
- Logo inclusion on step & repeat red carpet
- Logo Inclusion on all Invitations
- Logo Inclusion with live link on event website
- Onsite product sampling
- Inclusion in PR campaign and media outreach
- Dedicated curated influencer program reaching + 2 million
- Inclusion in social media campaign
- Dedicated on-site promotional team to staff set-up
- Client Hospitality: VIP passes/Front row seats
- Dedicated closing Party Presented by YOUR BRAND

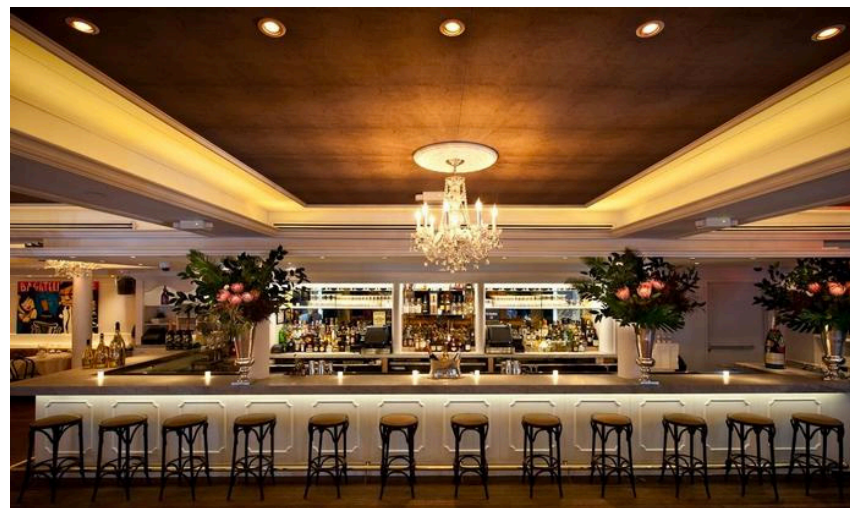
OFFICIAL PARTNER

- Category exclusivity
- 8ft wide product station
- Original event images for promotional use
- Logo inclusion on step & repeat red carpet
- Logo Inclusion on all Invitations
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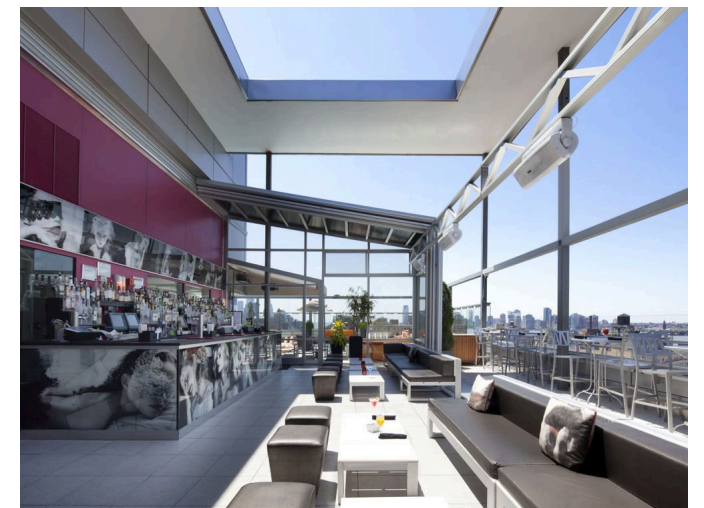
VENUES: West Edge: Over 10,000 square feet located in the heart of New York Fashion Week Events



VENUE: BAGATELLE: Widely recognized as a Meatpacking District staple and NYC institution



VENUE: Gansevoort Rooftop



DISTINCTIVE PARTNERS

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



smart^{GLACÉAU}water®



RUSK
fashion+culture+attitude



AirEuropa



Coca-Cola



VENUE WEST WEDGE NYC

Brand placement within the West Edge.



ONSITE-BRAND ACTIVATIONS



ONSITE-BRAND ACTIVATIONS



OFF-SITE BRAND ACTIVATIONS

LEVERAGE REAL TIME CONTENT FOR YOUR SOCIAL MEDIA

Build upon your fan base and engage with new followers by keeping them up to date with live updates, stories and events your brand is involved with during New York Fashion Week.

MARKETING/ADVERTISING MATERIALS

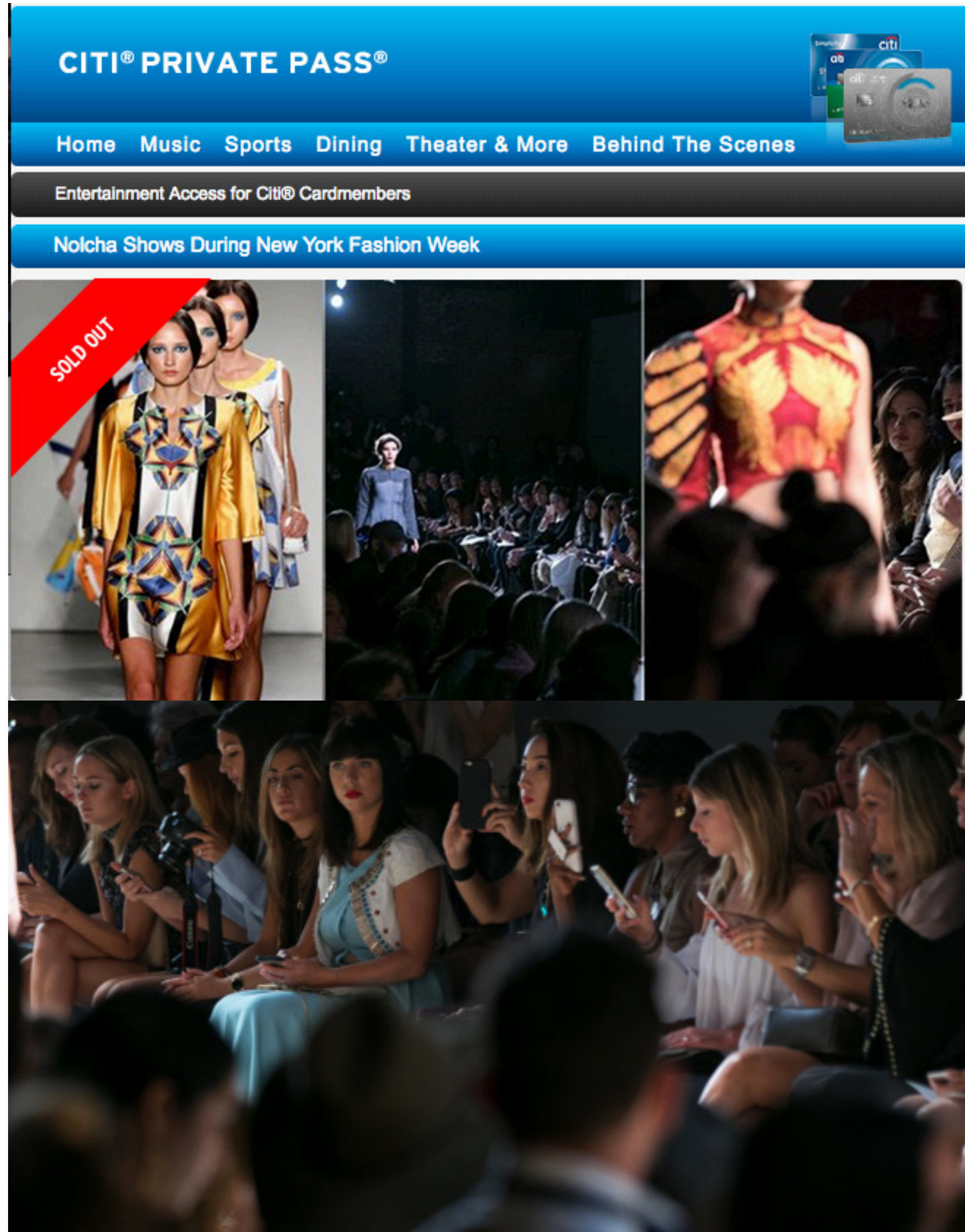
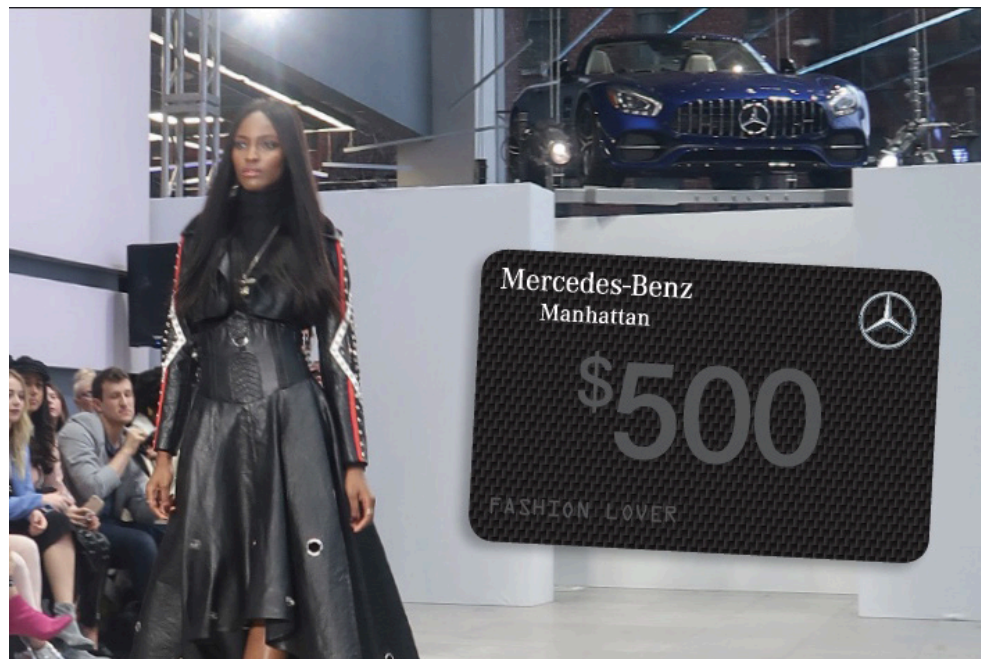
- Use of Official Naming Rights
- Logo on event website
- Social media campaigns

PR OPPORTUNITIES

- VIP Fashion Week giveaways
- Dedicated press releases
- TV features (Past features NBC, CBS, Wpix 11, VH1, NY1, Bravo TV and Telemundo)

PROMOTIONS

- Front row seats / Backstage Access /VIP
- Promotional discounts
- Product giveaways through social media contests
- Events leading to fashion week
- Use of images with models/guests



DIGITAL INFLUENCERS

The Nolcha Show invite-only attendees were made up of a large number digital influencers that interacted with the brands and covered the events. View past guests below.



@stylishly.chic
304K followers



@HAUTEHOUSELOWER
225K followers



@n_g_le
127K followers



@SCARLETHALO
121K followers



@uliaali
68K followers

NICHE DEMOGRAPHIC

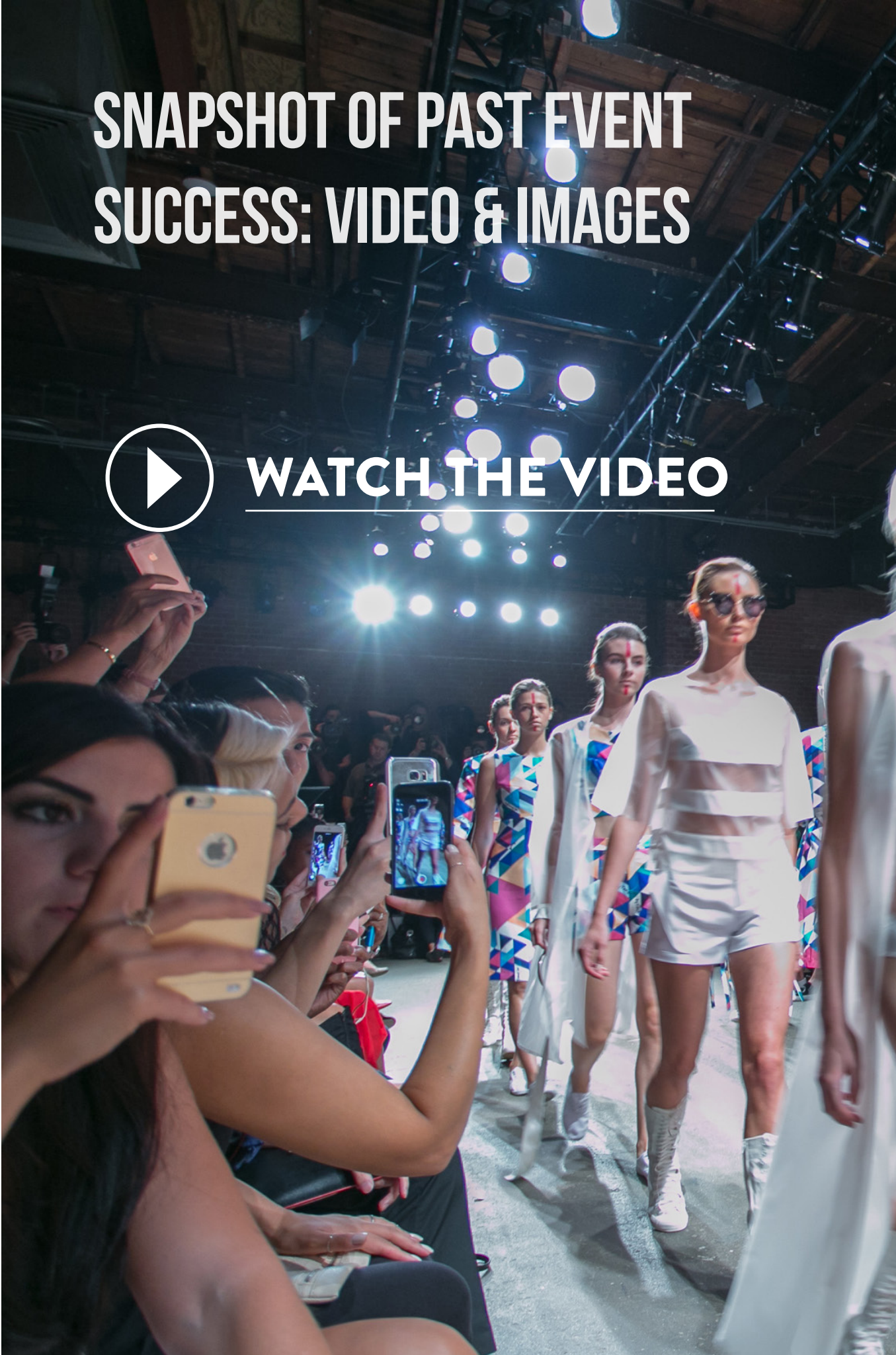
Build brand awareness and engage with a sought-after demographic of influencers, media, celebrities and industry.



SNAPSHOT OF PAST EVENT SUCCESS: VIDEO & IMAGES



[WATCH THE VIDEO](#)

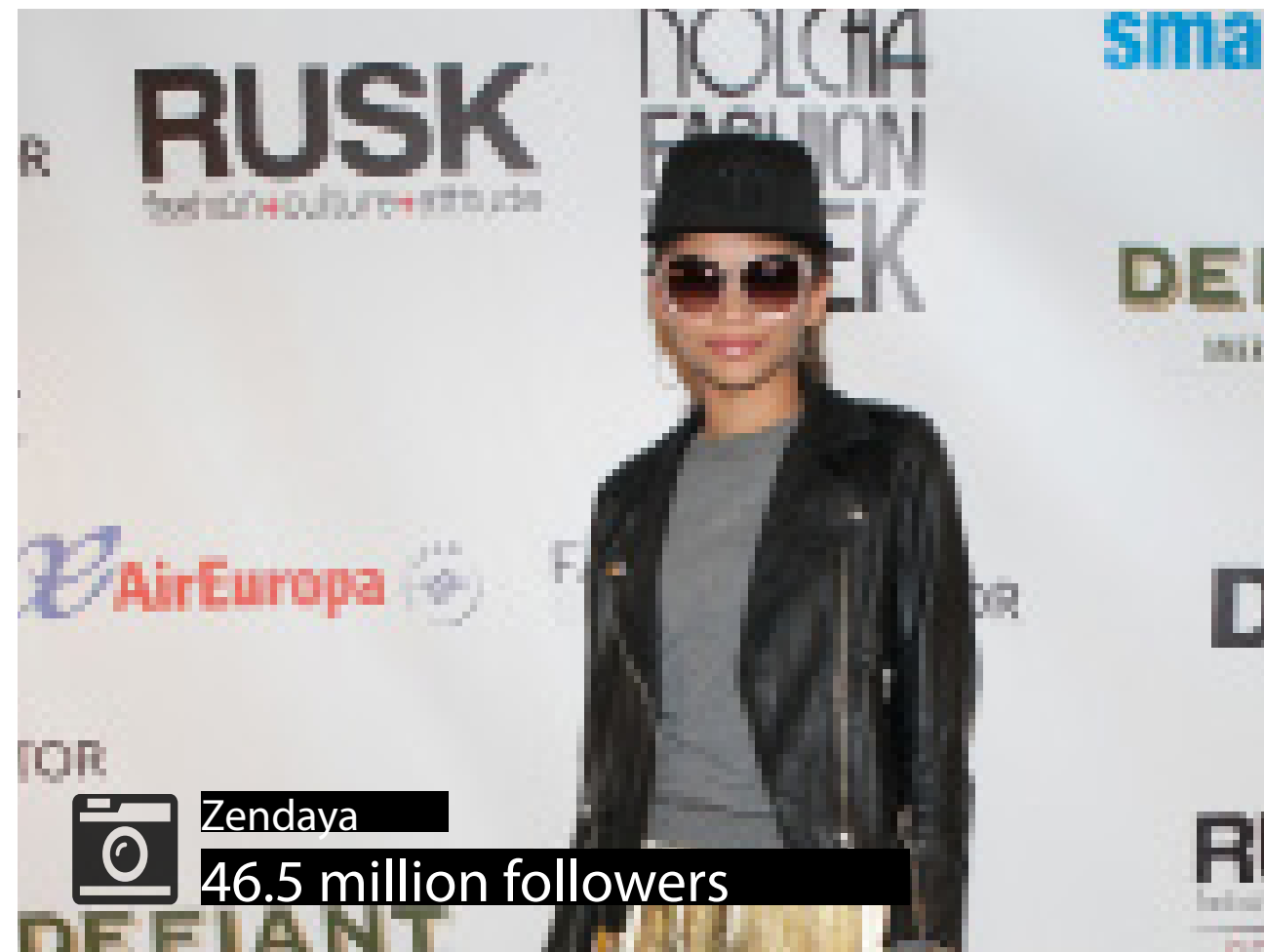


[VIEW IMAGES](#)



CELEBRITY BRAND ENGAGEMENT

Trendsetting celebrities interacted with brands and tagged them on social media at the Nolcha Shows.



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.



GLOBAL CITIZEN



YURITA PUJI



CHARLES & RON



NEUBYRNE



LEKA NYC



W. REFLEX



ADOLFO SANCHEZ



SYU SYU HAN



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."



OUTSTANDING PRESS

WWD

SECTIONS

FASHION. BEAUTY. BUSINESS.

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



TIME WARNER CABLE
NEWS 1 NY

Nolcha Shows Give Spectators Sneak Peek at Emerging Innovative Styles



[CLICK HERE TO WATCH NY1](#)



[CLICK HERE TO WATCH BRAVO TV MILLION DOLLAR LISTING](#)

Daily Mail .com



That's an eyeful! Mischa Barton goes braless in a sheer gold and black frock for the Nolcha shows at NYFW



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.

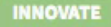

NOLCHA SHOWS

nolchashows • 1 month ago


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OUTSTANDING PRESS




The 8 Hottest Fashion Trends for Entrepreneurs



1. Loose fits
For a subtle take on a bizarre new trend, try shirts with **puffy sleeves**. At Nolcha, a showcase event for up-and-coming designers, fashion label Cute Like Mad showed off elegant and ample sleeves.



Celebs Who Are Hot In The Spotlight







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

September 12, 2013 @ 02:40 PM
By **Nicole Eggenberger**










NEWS SEP 9 2014, 5:54 PM ET

New Generation Of Latina Designers At New York Fashion Week



NOTÍCIAS

Xiomara takes New York



RUSK
NOLCHA FASHION WEEK
KATTY XIOMARA
INSPIRATION: RUNWAY SHOWS
WINTER SPRING / SUMMER 2014
PIER 59
WEST SIDE
HWY 9, 167 ST.
11:00 AM
SEPT. 11, 2013



JOIN US

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