



PARTNERSHIPS

Connect, engage and share your brand story with our niche demographic of influencers, media and industry. All events are invite-only and tickets are not sold to the public.

Hot incubator of new

fashion design talent.

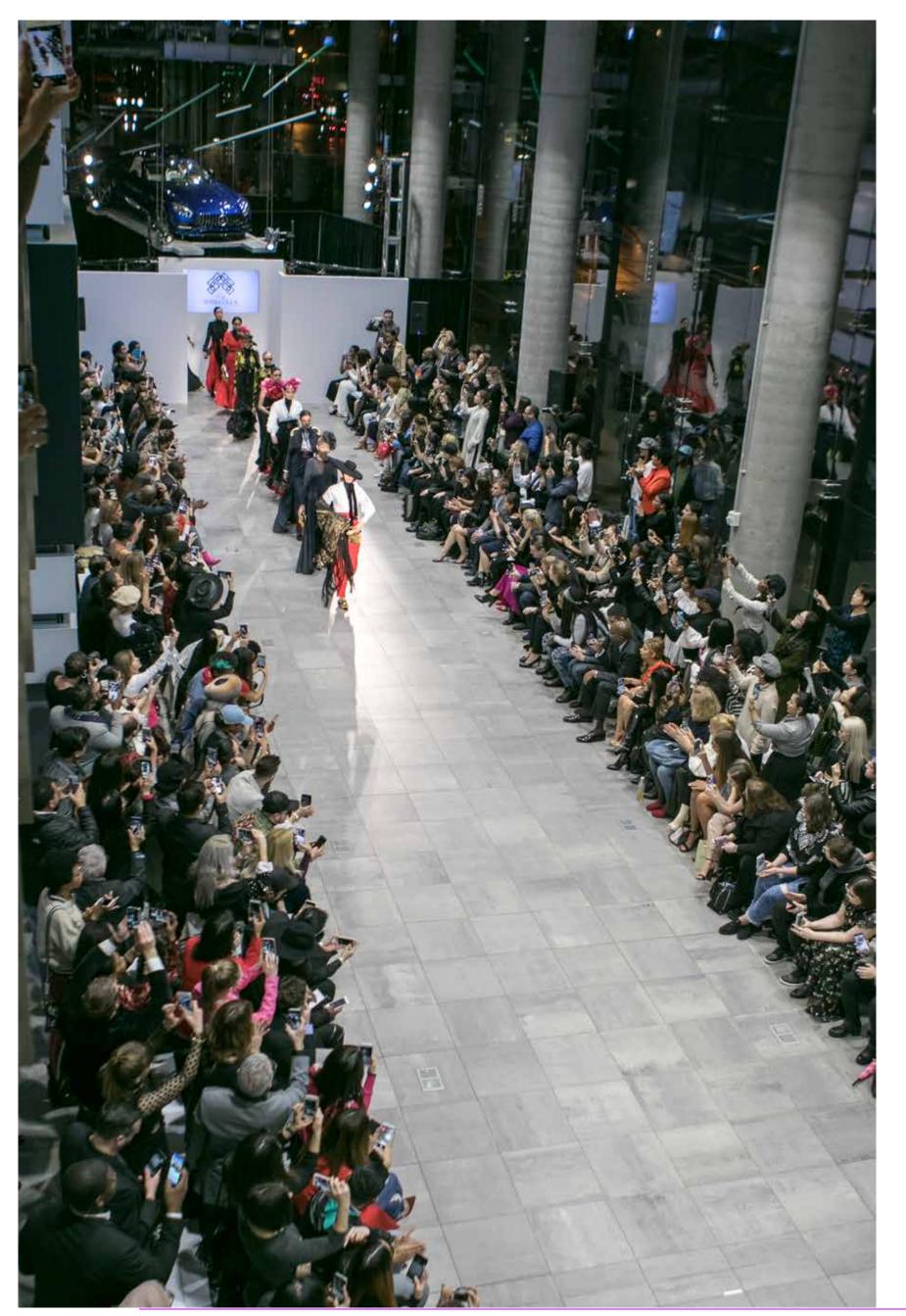
Forbes

THE SUSTAINABLE LOUNGE

This season we will highlight sustainable brands and introduce them to sustainable influencers and media.

THE VENUE

Mercedes Benz Flagship Location Midtown NYC





1 day RUNWAY **SHOWS**

1pm to 9pm

Brand logo on step & repeat/red carpet Category exclusivity

Logo on invitations & event website Inclusion in social media & PR campaign Client hospitality: VIP passes/runway seats Logo on invitations & event website Branded product station

Client hospitality: VIP passes/runway seats Original content: Use of images/videos

2nd day **INDUSTRY DINNER PARTY**

7pm to 12am Category exclusivity Logo on invitations & event website Client hospitality: Passes to the cocktail party Original content: Use of images/videos

day **CLOSING SOIRÉE PARTY**

8pm to 2am

Category exclusivity Logo on invitations & event website Client hospitality: VIP Table and passes Original content: Use of images/videos

+23,908,211

impressions onsocial media (Verified by Keyhole 9/2016 NYFW)

PRESTIGE OF PROPERTY

New York City leading award winning fashion week platformon next generation designers. Officially sanctioned fashion week by NYCEDC.

IN GOOD COMPANY

Distinctive brands have made the Nolcha Shows into what it is today.









ADWEEK







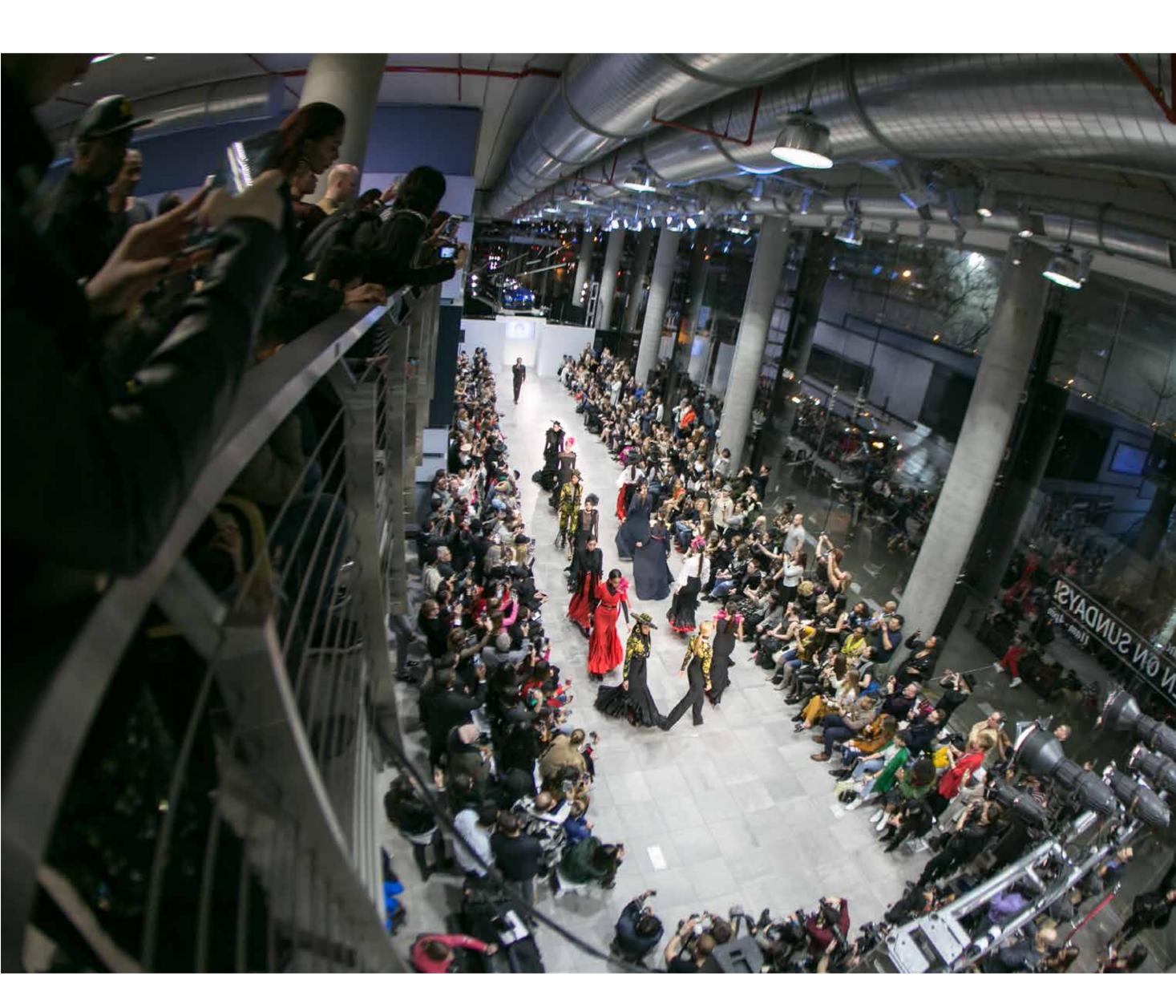






NOLCHA S H O W S **NEW YORK FASHION WEEK**





RED CARPET 20ft wide x 15 ft high

ONSITE ACTIVATION

