

NOLCHA SHOWS

NEW YORK FASHION WEEK



NOW IN ITS
11th YEAR

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



FEBRUARY
10-13. 2019

1st 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

3rd

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 on social media
(Verified by Keyhole 9/2016 NYFW)

PRESTIGE OF PROPERTY

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

IN GOOD COMPANY

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



CONSISTENT PRESS COVERAGE



ELLE

WWD

COSMOPOLITAN

WSJ



BBC

Forbes

ADWEEK

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RED CARPET 20ft wide x 15 ft high

ONSITE ACTIVATION



CONTACT

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WWW.NOLCHASHOWS.COM