

FOR IMMEDIATE RELEASE

STYLE FASHION WEEK IMMERSES A PACKED THEATER AT MADISON SQUARE GARDEN IN GROUNDBREAKING FASHION, MUSIC AND ART EXPERIENCE

Style Fashion Week New York Delivers Fifteen Fashion Shows, Unforgettable Performances and Exclusive Art Installations in Milestone Event

New York, NY – February 13, 2017 – Style Fashion Week (www.stylefashionweek.com) the producer of globally recognized fashion events, broke boundaries with an unforgettable day of immersive runway shows, elaborate catwalks and memorable performances. Undeterred by the effects of Thursday’s intense winter snowstorm, crowds of fashion industry and consumers gathered at The Theater at Madison Square Garden to see fifteen designers showing their latest collections, while chart-topping musicians performed.



The unprecedented fashion event took place on February 9 at the Theater at Madison Square Garden and featured immersive runway shows headlined by **MALAN BRETON**. His powerful show, “Everywhere at the end of time...” drew inspiration from the silent film era with Frankie Grande, Kiera Chaplin, Consuelo Vanderbilt Costin, Mason Grammer and Dylan Grieco donning seventy different looks on the runway.

HONEE, SHALINI COUTURE, COMMATTEO, PATRICIA MICHAELS, MARIO DE LA TORRE, DAVID TUPAZ, ZOAN ASH, ADRIAN ALICEA, M THE MOVEMENT, YDAMYS SIMO, RICHARD HALLMARQ, WANGLILING, EDDIE EDDIE BY BILLY TOMMY and **RICH BY RICHIE RICH** were also featured on the runway during Style Fashion Week.

Special performances by **Sky Ferreira**, hip-hop artist **Layzie Bone** (Bone Thugs & Harmony), Pop Singer **Jeff Timmons** (98 Degrees), **Miri Ben-Ari** and **Meredith O’Connor** as well as music stylings by **Mims, Missals, JP Vance, Squidnice and Smooky MarGielaa** and **DJ JES** entertained a packed crowd of

consumers, fashion industry insiders, VIPs and celebrities including Jessica Pimentel, Nicole Arbour, Miss J Alexander, Michael Raven, Caila Quinn and Madeline Stuart, amongst others.

“Our mission is to create an innovative platform to showcase extraordinary design talent to the global fashion through immersive events at the intersection of fashion, music and art,” said Style Fashion Week President Veronica Kerzner. “We are thrilled to have hosted such a successful milestone event at one of the world’s most iconic venues and are excited to head to the West Coast where Style Fashion Week will produce Los Angeles Fashion Week.”

Style Fashion Week also collaborated with **Russell Simmons' Rush Philanthropic Arts Foundation** on an exclusive art installation for the **Style Marketplace**. Located in the lobby at the Theater at Madison Square Garden, the Style Marketplace immersed guests in fashion, art and commerce.

A special thank you to our sponsors, International Chamber of Design, Rush Philanthropic Arts Foundation, Markable, Stellina Di Notte Wine & Prosecco, 1-800 Popcorn, Zico, Wella, & Hair Lounge and Lyft.

We invite you to join us at our Los Angeles shows, **March 9th - 12th** at the spectacular **Pacific Design Center** in West Hollywood.

For additional information, please visit <http://www.stylefashionweek.com/>.

STYLE FASHION WEEK

Style Fashion Week (www.stylefashionweek.com), producer of globally recognized fashion events, provides top designers a world class platform to showcase their collections. Each year Style Fashion Week presents the season's must see shows, unforgettable performances and exclusive installations. Our expansive Style Marketplace immerses guests in fashion as well as art and design. Guests directly engage with brands throughout the week.

Style Fashion Week represents the diverse cultures of New York, Los Angeles, Miami, Santa Fe, Boston, Palm Springs and Dubai, integrating international designers, media, celebrities and commerce season after season.

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