



**Buy Now**  
**Fashion Week**

*a NYFW runway shopping experience*

September 4<sup>th</sup> 2024  
Doors at 5:30PM  
**249 west 60th st.**

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**"Change in the fashion industry happens when we understand the following:** Accessibility is about getting in the building, Diversity is about having a seat at the table, Inclusion is about having a voice at the table, and Belonging is having your voice heard."

Mindy Scheier

Founder and CEO, Gemut Management and Runway of Dream Foundation

**"Until fashion leaders across all categories become more diverse, we will continue to only progress at the surface level."**

– Erica Lovett

Manager, Inclusion & Community  
Conde Nast

**"The customer is changing and as a result, the industry has to change."**

– Dr. Ronald Milon

Chief Diversity Officer  
Fashion Institute of Technology

**"We want to create a sense of belonging for all so that they may thrive and deliver their best."**

– Stuart Jackson

Chief Diversity Officer, Ralph Lauren

**"I've been seeing a more diverse range of people behind the scenes and within positions of power who can inform critical decisions around creating diverse narratives and visuals in fashion."**

– Shanel Campbell  
Womenswear Designer

**"Change in the fashion industry happens when we collectively understand that diversity and inclusion is not a trend and should be the center of business decisions."**

Stacie Henderson Capece Minutolo

US Head of E-commerce, Digital & Marketing for Top's Group & Co-Founder of Fashion Tech Connects

The industry is shifting, making room for small market and boutique brands to reach their customers directly.

## BUY NOW Fashion Week

is the new home for fashion innovators and standard-breakers who want to sell their products. This is the only **no-pretense NYFW** event – designed with a focus on building relationships between **brands owned by designers of color**, and the people who love them.



# #BNFW

is a 2-part event: a **pop-up shopping** networking experience followed by a **runway showcase** with live performances. **Always free to attend**, #BNFW is in its 8<sup>th</sup> season, proud to stand apart from typical NYFW shows!





## Keeping it Small

**FREE TO ATTEND** since its inception 7 years ago, **#BNFW** has taken place alongside the Haute Couture shows, with a focus on **small market**, ready-to-wear pieces. The runways show is accompanied by the **#BNFW Marketplace**, the **SALES PORTION** of our event: a pop-up shop, and an opportunity for patrons to meet designers and purchase items; designers can also auction a look on the runway! Our New York Fashion Week presents a profitable means to draw attention to your **BRAND**, and **unlike other showcases, #BNFW patrons come to shop!!**



This season, we bring our unique Fashion Week event to a lovely storefront near Lincoln Square.

## BUY NOW Fashion Week

will feature traditional runway seating, with space along the walls for our vendors to set up their displays, and an autumn-styled set for photos. Brands have the option to participate in the **pop-up shop**, the **editorial photo shoot** (to be published), the **runway showcase** – or all three!



#BNFW

**MCMG** is a boutique PR firm that specializes in working with rising fashion labels and unique spaces. Our Small Market services are priced to be community-friendly, ranging from event production and magazine editorial production to copywriting and crew booking. Our organization is the force behind the highly successful “Ladies Night” Boss Babe Fashion Series, “Afrogonica” our eco-conscious Miami Swim Week Showcase, and @Caribfw in sunny St. Lucia during MLK Weekend.

Collaboration  
with MCMG

