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## New York Fashion Week to see many changes in near future

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*Fashion week hashtags*

By NANCY BUCKLEY

New York Fashion Week is undergoing a lot of changes as it will no longer be hosted by Lincoln Center and Mercedes-Benz made an announcement that it will no longer be the title sponsor of the event.

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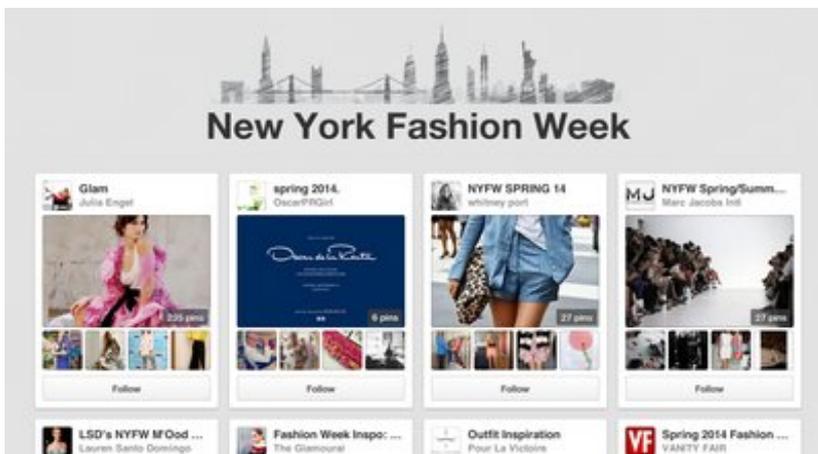
Following the February shows, Mercedes-Benz will step down from its title sponsorship, but will remain a sponsor of the event and in September 2015, the shows will be moved out of Lincoln Center. Mercedes-Benz's decisions to leave the lead sponsorship will likely affect the brand's interaction with fashion and have some effects on fashion week.

"Although Mercedes-Benz will no longer be the title sponsor to New York Fashion Week, I don't think that it will affect its presence globally," said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York.

"There is a deep connection between Mercedes-Benz and fashion globally and definitely within New York," she said. "You will still see partnerships between this brand and the fashion industry.

"I believe that they are looking to elevate the way their presence has been showcased





### *New York Fashion Week Pinterest*

Since 2010, New York's Fashion Week has been at Lincoln Center, driving more than the usually amounts of traffic and business to the area. New York City Parks Advocates have announced that the event has been damaging neighboring park land and the city and New York City Parks Department has decided not to renew the contract with the event.

Rumors are suggesting that Fashion Week will be moved downtown to compete with the fashion district downtown.

In 2017, the event will be moved to the Culture Shed, an arts center being built at Hudson Yards. The Culture Shed is \$300 million project and will be on West 30th between 10th and 11th, not far from the first New York location for Neiman Marcus on 10th between 31st and 32nd ([see story](#)).

### Fashion Sponsorships

Sponsoring a large event in the fashion world aligns brands with top designers, artistic interpretations and the thousands of fans that direct their attention to the event. Other top brands have held spots similar to that of the Mercedes-Benz spot that the brand is stepping down from.

For instance, Condé Nast-owned British Vogue and London department store Harrods struck a partnership for the third annual Vogue Festival March 29-30 to create a high-end, stylish experience for fashion-minded attendees.

For the festival's inauguration in 2012 and the following year's installment, British smartphone manufacturer Vertu joined British Vogue as a partner. In 2014, with Harrods at the helm, the Vogue Festival likely attracted a larger amount of fashion-forward guests due to the retailer's status ([see story](#)).

The loss of Mercedes-Benz as a title sponsor will likely be a focus this February, but in September it will be trumped by the move from Lincoln Center.

"Fashion Week is about more than just upcoming fashions and bringing the fashion industry together two times a year, it also allows the surrounding areas to benefit from the commerce that is brought to it," Ms. Smith said. "When Fashion Week moved from Bryant Park to Lincoln Center, a number of restaurants, boutiques and public areas benefited

from new traffic that came to the neighborhood.

“For brands looking to optimize on the fashion industry demographic, they supported the surrounding area by booking venue spaces that were near Lincoln Center, as well as Meat Packing District, hotels, pop up spaces and more to connect with the fashion week calendar,” she said. “With a new location downtown, it will be easier to get to shows showing at Made Fashion Week and from a transportation perspective there will be more offerings for those that are coming in from other areas outside of New York to get to the shows.

“I believe that it will make attending the shows easier in terms of not being so spread out over the city. It will also create buzz in surrounding neighborhoods that may have had a harder time in driving awareness to them.”

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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