

APPAREL AND ACCESSORIES

IMG taps Afterpay for NYFW sponsorship, consumer-facing programs

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Afterpay is the presenting partner for NYFW. Image credit: Afterpay

By LUXURY DAILY NEWS SERVICE

New York Fashion Week is partnering with payment provider platform Afterpay for a multiyear sponsorship deal beginning this September.

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Through an agreement with IMG, the owner and producer of NYFW, **Afterpay** will become the event's presenting sponsor. Afterpay and IMG will also unveil consumer-facing activations leading up to NYFW, including a partnership with New York-based designer LaQuan Smith.

"Our industry has faced countless setbacks during the pandemic, but our collective resilience is unparalleled," said Leslie Russo, president of fashion events and properties at **IMG**, in a statement. "With our new partners at Afterpay, we are proudly committing to not only reignite the commerce and creativity showcased at America's most critical fashion industry event, but revitalize New York's fashion and retail sectors at large."

Supporting American design

Through its sponsorship, Afterpay will be introducing new interactive concepts to support NYFW's digitalization push.

The platform will broadcast live from NYFW for a global "shopping experience."

In a first for Afterpay, the company has partnered with Mr. Smith for a "see now, buy now" show for NYFW this September. This will allow consumers to purchase items directly from the runway and pay through installment plans.



New York-based designer LaQuan Smith is partnering with BMW for NYFW. Image credit: BMW

Earlier this year, Mr. Smith was an ambassador for German automaker BMW for the brand's return to New York Fashion Week as the event's official automotive partner. Together, Mr. Smith, a native New Yorker, and BMW highlighted the sleek marriage of fashion and form ([see story](#)).

To celebrate a return to in-person presentations after several seasons impacted by COVID-19, Afterpay and NYFW will also host 24 hours of parties, art installations and more Instagram-friendly retail concepts.

"After the uncertainty of the past year and the toll that COVID-19 has had on fashion, retail and the city of New York, it is a privilege for Afterpay to be a part of the revitalization of this critical industry," said Nick Molnar, cofounder and co-CEO of Afterpay, in a statement. "Through our work with IMG, we are proud to be an integral part in creating a new future for the fashion industry, one that offers accessibility, inclusion and sustainability to retailers and consumers."

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