

APPAREL AND ACCESSORIES

Fifth Avenue Association announces inaugural NYFW

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Fifth Avenue will be transformed into a runway, presentation and activation space for brands and designers. Image courtesy of Fifth Avenue Association

By LUXURY DAILY NEWS SERVICE

The Fifth Avenue Association is announcing that New York City's iconic Fifth Avenue will host New York Fashion Week for the first time.

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Fifth Avenue will be this year's location of fashion week events, offering designers and brands the opportunity to showcase their collections in the heart of Manhattan. Located at 608 Fifth Avenue, the three-story venue will be transformed into a runway, presentation and activation space for brands and designers.

"We are thrilled to welcome New York Fashion Week to Fifth Avenue as we celebrate and support one of the largest revenue-generating events for the fashion industry - and what better place than on Fifth Avenue, the heart of global fashion and luxury shopping," said Jerome Barth, president of Fifth Avenue Association, in a statement. "We look forward to being home to emerging designers and top talent this year and beyond."

New York Fashion Week on Fifth Avenue

The presentation space, between East 48th and 49th Street, across from Saks Fifth Avenue and Rockefeller Center, will be equipped with state-of-the-art lighting, staging and sound to provide each designer space to share their work.

New York Fashion Week on Fifth (#NYFWonFifth) will be open for events from September 8 - 12, 2021, and further partners and details will be announced later this summer.

"This September's New York Fashion Week promises to amplify the immense creativity of the American fashion industry," said Steven Kolb, CEO of the CFDA, in a statement. "New York City is not only an evergreen inspiration to our talented designers but also the ideal setting for the week."



Most fashion presentations stayed virtual for the year's previous iteration of NYFW. Image credit: NYFW

Earlier this year, with a full-fledged New York Fashion Week out of the question, many brands looked for ways to make digital presentations more engaging.

Continuing to expand digital presences and acknowledging COVID-19 restrictions, many brands hosted virtual events for fashion week in February. Fashion labels continually produced innovative ways to foster relationships with consumers who may not have felt comfortable engaging in in-person events, shopping or activities ([see story](#)).

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