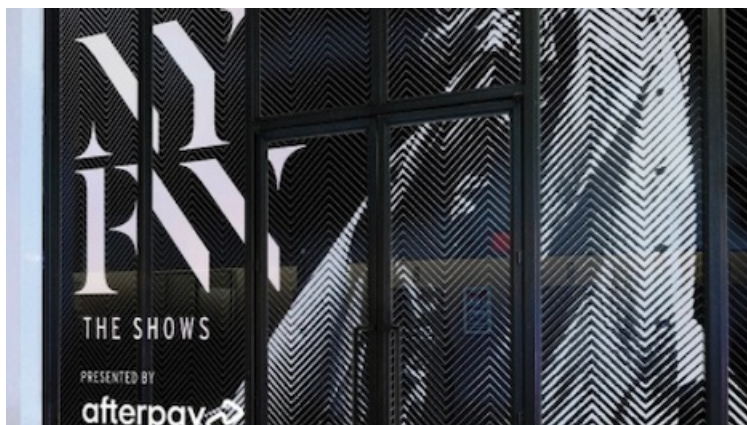


APPAREL AND ACCESSORIES

## Afterpay releases schedule for exciting NYFW event lineup

August 16, 2021



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

---

By LUXURY DAILY NEWS SERVICE

Australian financial tech company Afterpay is generating excitement for an upcoming schedule of immersive events in honor of New York Fashion Week.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The platform released its NYFW: The Shows events calendar to fuel retail-related excitement and to help consumers connect with the latest fashion in the United States. The events will begin in New York's Time Square on Sept. 7, with Afterpay offering immersive events, live shopping, social takeovers and more unique experiences.

"This September, Afterpay is championing the city that never sleeps, igniting New York City retail and opening fashion to the consumer in a way that has never been done before," said Nick Molnar, cofounder and co-CEO of Afterpay, in a statement. "With a week of interactive events, Afterpay is proud to support New York City's economy and jumpstart a fresh future for the fashion industry across the globe."

### Afterpay access to NYFW

Afterpay is garnering excitement for a host of interactive events celebrating the hottest finds and trends in today's fashion.

On Sept. 6, Afterpay is combining its Dropshop portal, which offers access to limited edition products and more, with the technology of Snapchat to host an in-person, drop-style immersive shopping event.

Two days later, Afterpay will host a pop-up shop, House of Afterpay, which will feature retail experiences, educational programming and styling sessions. A portion of the event will also showcase small business brands, hosted by British fashion and beauty expert Zanna Roberts Rassi.



*New York-based designer LaQuan Smith previously partemed with BMW for NYFW. Image credit: BMW*

The lineup for Sept. 9 includes New York-based fashion designer LaQuan Smith launching his first "See Now, Buy Now" show during NYFW. People can later watch the Empire State Building turn Bondi mint with the help from Mr. Molnar and other special guests.

On Sept. 10, Afterpay is hosting an NYFW styling session with celebrity stylist Kate Young and Ms. Roberts Rassi and the Afterpay Quarter event which includes DJ sets, a roller rink, giveaways, tote bags painted by New York artist Queen Andrea and more. The night will conclude with the surprise afterparty, a pop-up event with special guests, with details to be later announced.

In May, it was announced New York Fashion Week was planning to partner with Afterpay for a multiyear sponsorship deal beginning this September.

Through an agreement with IMG, the owner and producer of NYFW, Afterpay became the event's presenting sponsor. Afterpay and IMG announced its plans to unveil consumer-facing activations leading up to NYFW, including a partnership with New York-based designer LaQuan Smith ([see story](#)).