

APPAREL AND ACCESSORIES

Afterpay takes NYFW activation to Los Angeles

January 31, 2022



NYFW is hosting a pop-up event in Los Angeles this February. Image credit: Afterpay

By LUXURY DAILY NEWS SERVICE

IMG's New York Fashion Week is going bicoastal this February with the support of its presenting sponsor, financial tech company Afterpay.

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Afterpay will host a free consumer experience in Los Angeles on Feb. 12, extending NYFW fall/winter 2022 to the West Coast. The company has prioritized inclusive and immersive programming since becoming NYFW's presenting sponsor last season ([see story](#)).

"Afterpay is excited to continue our partnership with Fashion Week which helps us champion and unlock fashion for our customers across the country," said Nick Molnar, cofounder and co-CEO of [Afterpay](#), in a statement.

"With events in key markets of L.A. and NYC, Afterpay is connecting great brands with engaged shoppers democratizing fashion and celebrating the future of retail."

NYFW in L.A.

The payment provider platform is collaborating with several brands for interactive events for NYFW, including "See Now, Buy Now" collections.

Luxury online retailer 11 Honor and U.S. fashion label Sergio Hudson will have "See Now, Buy Now" runway shows on Feb. 11 and Feb. 13, respectively. The shows will be livestreamed on NYFW.com and instantly shoppable for consumers at home.



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

U.S. fashion label Rodarte will have multiple NYFW activations as well.

Rodarte designers and film directors Kate and Laura Mulleavy will participate in a special panel, sharing insights on their runway creations and filmmaking on Feb. 11. The designers will then present "The Art of Rodarte" immersive exhibition from Feb. 12 to Feb. 15 on the ground floor of New York's Spring Studios.

In Los Angeles, Afterpay will launch ShopsLA at Westfield's Century City for a public one-day event on Feb. 12. It will include interactive shopping experiences, clothing customization stations, free food, prizes and a live performance by singer-songwriter Gayle.

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