

NONPROFITS

## LVMH kicks off fashion week with co-hosted Harlem's Fashion Row event

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American actress, writer and producer Issa Rae has been named inaugural honoree of "The Virgil Abloh Award," as part of programming for Harlem's Fashion Row's 15th Anniversary Fashion Show & Style Awards. Image courtesy of Harlem's Fashion Row

By LUXURY DAILY NEWS SERVICE

In partnership with Harlem's Fashion Row (HFR), French luxury conglomerate LVMH Mot Hennessy Louis Vuitton will announce a new award in light of the late Virgil Abloh's legacy, as part of a co-hosted anniversary event slated to start off New York's biggest fashion event.

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Issa Rae has been named as an inaugural honoree of "The Virgil Abloh Award," as part of programming for Harlem's Fashion Row's 15th Anniversary Fashion Show & Style Awards. This year's theme, "Future's Past," evokes "fashion's future fueled by the untold history of countless contributions, sacrifices, and innovations in fashion that inspire HFR to explore groundbreaking collaborations and to elevate black-owned brands," according to Harlem's Fashion Row.

"As LVMH looks to the future of our Group and Maisons through the lens of diversity, equity and inclusion, we are thrilled to partner with Harlem's Fashion Row on their 15th anniversary celebration, and to cast a spotlight on the cultural richness and creativity of the Harlem community", said Anish Melwani, Chairman and Chief Executive Officer at **LVMH Mot Hennessy Louis Vuitton Inc.**, in a statement.

"The success of LVMH's Maisons stems from their ability to reveal creative talents from across the world and we are excited to support the New York Fashion Week debut of three talented BIPOC designers from our neighboring community of Harlem," he said.

Enriching opportunities

Mr. Abloh was survived by his wife, Shannon Abloh, who will present Ms. Rae with her award.

Aside from the namesake honor, additional awards from LVMH's partner organization, which supports emerging talent and provides a platform for underrepresented African American and Latino designers, will include Designer of the Year, which will go to luxury women's wear designer Sergio Hudson and Editor of the Year, awarded to Pulitzer Prize-winning reporter Robin Givhan.

Others include Stylist of the Year, given to celebrity stylist Ade Samuel and ICON of the Year Award, going to actress, singer, songwriter, author, businesswoman and philanthropist Janet Jackson. Three BIPOC designers will also showcase new collections during the event.

Accompanying programming for the 15th Annual Fashion Show & Style Awards will feature Harlem's Fashion Row CEO Brandice Daniel and emerging fashion designer Johnathan Hayden in conversation.

[View this post on Instagram](#)

A post shared by HFR (@harlemsfashionrow)

"African Americans have a rich history in fashion, although much of their contributions have been buried or unrecognized in history," Ms. Daniel said.

"However, HFR would not exist without the work of Black designers like Lois Alexander Lane, who created the Harlem Institute of Fashion and the Black Fashion Museum," she said. "We also would not exist without the work of other sartorial pioneers like Ann Lowe, Elizabeth Keckley, and Eunice Johnson."

"We are moving into the future by reaching back to understand, honor, and pull strength from our past."

In its support of Harlem's Fashion Row's 15th Anniversary Fashion Show & Style Awards, LVMH and brands under its portfolio including Dior Beauty, Tiffany & Co. and Sephora, who will have their own presence at the Sep. 6 event, continue a commitment towards a more diverse, equitable and inclusive fashion industry.

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