

# NEW YORK FASHION WEEK

GET EN VOGUE WITH OUTFRONT

# NEW YORK FASHION WEEK

FEBRUARY 9<sup>TH</sup> - 15<sup>TH</sup>, 2023

Featuring close to **500 brands showcasing the latest fashion trends and designs**, the upcoming spring 2023 season will be the talk of the town. Thousands of high-wealth individuals, celebrities, and designers will flock to Manhattan for the return of this iconic event and attend its 91 shows and presentations from the industry's legendary brands such as Tory Burch, Michael Kors, and many more. **Generating over \$887 million in annual income and approximately \$532 million in direct visitor spending**, New York's Fashion Week is the perfect time to target individuals from around the world with disposable income using Out-of-Home advertising.

# NEW YORK FASHION WEEK

## POWERFUL ECONOMIC DRIVER



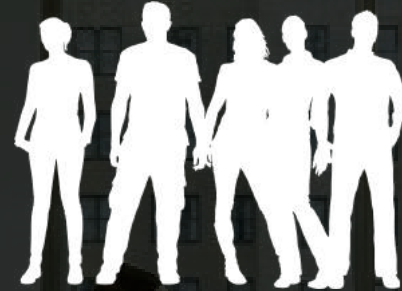
**232K+**

HIGH WEALTH INDIVIDUALS THAT ATTEND NEW YORK FASHION WEEK EVENTS



**\$887M+**

ESTIMATED NEW YORK CITY ECONOMIC IMPACT GENERATED BY THE NYFW



**180K+**

TOTAL NUMBER EMPLOYED BY THE FASHION INDUSTRY IN NEW YORK CITY



**\$2B+**

ANNUAL TAX REVENUE GENERATED BY THE NEW YORK FASHION WEEK



**500**

BRANDS SHOWCASE THEIR COLLECTIONS ON THE RUNWAY



**\$11B+**

WAGES GENERATED BY THE NEW YORK FASHION WEEK



**\$532M+**

REVENUE GENERATED BY DIRECT VISITOR SPENDING



**\$18B+**

TOTAL REVENUE GENERATED BY THE FASHION INDUSTRY IN RETAIL SALES

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## PREMIUM BRAND EXPOSURE

### MEDIA OPPORTUNITIES



BULLETINS



WALLSCAPES



DIGITAL BULLETINS



SUBWAY LIVEBOARDS



DIGITAL URBAN PANELS  
(FULL MOTION VIDEO AVAILABLE)



URBAN PANELS



STATION DOMINATIONS









LIVECARD MAX

LET'S CUSTOMIZE THE PERFECT PACKAGE FOR YOU

## FASHION WEEK VENUES

1. 15 W 38th Street | Manhattan
2. 347 W 34th Street | Manhattan
3. 3801 23rd Avenue | Queens
4. 48 Wall Street | Manhattan
5. 58 E 68th Street | Manhattan
6. 617 W 46th Street | Manhattan
7. 833 Broadway | Manhattan
8. Avantgarde Fusion | Manhattan
9. Caelum Gallery | Manhattan
10. Hall of Mirrors | Manhattan
11. LAVAN 541 | Manhattan
12. Metropolitan Pavilion | Manhattan
13. Nespresso | Manhattan
14. Roulette Intermedium | Brooklyn
15. Spring Studios | Manhattan
16. Wyckoff Windows Studio 49 | Manhattan

### AVAILABLE MEDIA

-  **DIGITAL & VIDEO URBAN PANELS**
-  **URBAN PANELS**
-  **BULLETINS**
-  **WALLS**
-  **DIGITAL BULLETINS**
-  **MTA SUBWAY SERVICE**

**REACH THE FASHION WEEK AUDIENCE AS THEY TRAVEL TO AND FROM NEW YORK CITY, NEAR HOTELS AND EVENT LOCATIONS.**



# OUTFRONT

WE GET YOU AMERICA