

# NEW YORK FASHION WEEK

GET EN VOGUE WITH OUTFRONT



# NEW YORK FASHION WEEK

## FEBRUARY 9<sup>TH</sup> - 11<sup>TH</sup>, 2024

Featuring close to **500 brands showcasing the latest fashion trends and designs**, New York Fashion Week, also known as the “Super Bowls of Fashion,” is 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 many shows and presentations from the industry’s most legendary brands. **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



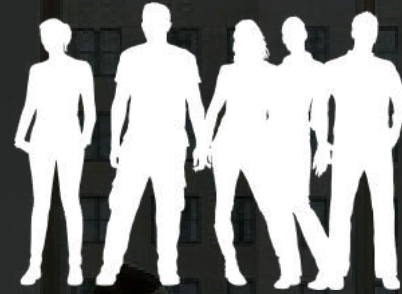
**232K+**

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



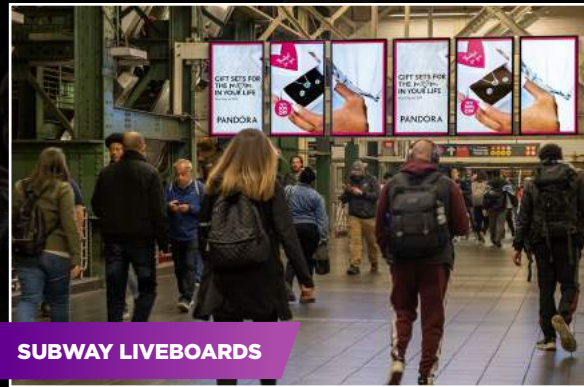
STATIC BULLETINS



DIGITAL BULLETINS



WALLSCAPES



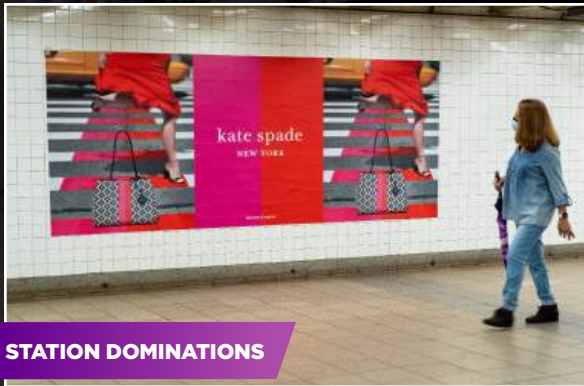
SUBWAY LIVEBOARDS



DIGITAL URBAN PANELS  
(\*FULL MOTION VIDEO AVAILABLE)



STATIC URBAN PANELS



STATION DOMINATIONS



BUS MEDIA

LET'S **CUSTOMIZE** THE PERFECT PACKAGE FOR YOU



## FASHION WEEK VENUES\*

1. The Conrad | Manhattan
2. HK Hall | Manhattan
3. Sony Hall | Manhattan
4. The Westin New York | Manhattan
5. Regus New York City | Manhattan
6. Paris Ballroom | Manhattan
7. Gotham Hall | Manhattan
8. Metropolitan Pavilion | Manhattan
9. Pier 59 - Chelsea Piers | Manhattan
10. The Leman Ballroom | Manhattan
11. 3801 23rd Ave | Astoria

## AVAILABLE MEDIA

 **DIGITAL & VIDEO  
URBAN PANELS** **URBAN PANELS** **BULLETINS** **MTA BUS  
SERVICE** **DIGITAL  
BULLETINS** **MTA SUBWAY  
SERVICE**

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

\*EVENT SPACES FOR FEB 2024 ARE NOT AVAILABLE YET. MAP REPRESENTS PREVIOUS YEAR'S DISPERSION OF EVENT LOCATIONS.



An aerial, high-angle photograph of a large, diverse crowd of people gathered on a cobblestone plaza. The people are of various ages, ethnicities, and are dressed in casual summer attire. They are standing in small groups or individually, looking in different directions. The plaza is paved with light-colored cobblestones in a grid pattern. The overall scene conveys a sense of a busy public event or festival.

# OUTFRONT

WE GET YOU AMERICA