

## #NYFW & The Future of Fashion

FTL Moda, Samsung, Next Artists Join Forces at New York Fashion Week

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**FTL Moda** →

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NEW YORK, Aug. 22, 2016 /PRNewswire/ -- The future of fashion is here. For September New York Fashion Week, NYFW production company FTL Moda (celebrating its 10th year) will be joined by Next Artists and **Samsung** to curate one-of-a-kind fashion experiences at its technology-enabled venue Space 404 in Midtown Manhattan.

Photo - <http://photos.prnewswire.com/prnh/20160822/399967>



The  
SHOWS.  
at ftl moda  
WITH FASHION WEEK ONLINE  
PRESENTED BY **SAMSUNG**

The shows will take place Thursday, September 8<sup>th</sup> (womenswear and menswear), and Saturday, September 10<sup>th</sup> (kids collection showcase), at Space 404 at 404 10th Avenue, New York, NY.

Although the shows are by invitation only, a limited amount of tickets have been allocated for the public at [FTLShows.com](http://FTLShows.com), or [TheShows.NYC](http://TheShows.NYC).

### WHAT IS THE FUTURE OF FASHION?

Because the future of fashion (and retail) is technology, FTL Moda's show will play host to Samsung's state-of-the-art interactive mirror displays, which provide new avenues for the fashion industry to refine and deliver content, while offering complete product visibility.

Social media stations will provide visibility to established labels of the fashion industry through live-streamed red carpet interviews and live entertainment with VIPs, celebrities, and industry influencers, who will have the opportunity to see the Samsung technology in action.

FTL Moda's partners Fashion Week Online (the world's top dedicated fashion week portal) will live-stream the shows, red carpet, and technological fun in real-time.

And because the future of fashion is compassion, FTL Moda's shows will feature acid attack survivor **Reshma Qureshi**, along with the hashtag **#TakeBeautyBack**, in partnership with **Global Disability Inclusion**.

## WHAT'S NEXT? BEAUTY, OF COURSE!

The show on Saturday, September 10th will also play host to the Fashion Week Beauty Lounge, by Next Artists in conjunction with *Fashion Week Online* and FTL Moda.

Next Artists — a division of Next Models — is, of course, part of the legendary talent agency founded in 1989 by Faith Kates with Joel Wilkenfeld. They've represented an incredible range of talent over the years: everyone from **Alexa Chung** and **Alice Dellal**, to **Jessica Alba**, **Lana del Rey**, **Suki Waterhouse**, and many others.

Although the beauty lounge is by invitation only, Fashion Week Online will be bringing viewers live, exclusive behind-the-scenes coverage, with Next's top models, celebrity hair stylists and makeup artists, and VIP guests of New York Fashion Week.

All the fun is all accessible from your laptop, or work computer. (We won't tell.) Tune in Thursday, September 8th, and Saturday, September 10th, at FashionWeekOnline.com.

More information:

<http://www.samsung.com/us/business/displays/digital-signage>

FTL MODA

[ftlshows.com](http://ftlshows.com)

NEXT ARTISTS

[nextmanagement.com](http://nextmanagement.com)

FASHION WEEK ONLINE

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