

## NYFW: The Countdown Begins, One Week to the Opening of the Shows at FTL Moda: Samsung, Fashion Week Online, a Panel of Exquisite Designers, and a Story That Can Change the World for the Better

FTL MODA's lineup continues to push boundaries for increasing diversity, and embracing the journey to #TakeBeautyBack.

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**FTL Moda** →  
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NEW YORK, Sept. 1, 2016 /PRNewswire/ -- On the strength of its constantly growing industry recognition, FTL MODA presents a two-day show at NYFW next week under the CFDA calendar, and a new strong alliance. The world giant Samsung endorsed the most acclaimed producers at NYFW joining **Fashion Week Online**, and **Global Disability Inclusion**.

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Continuing its work on the #IAmNYFW campaign, the FTL MODA team created the spin-off #TakeBeautyBack, to take a stand in the fight to stop acid attacks against women in developing countries.

The language of fashion speaks loud to the world also this season, thanks to a panel of international designers of excellence, selected with care and enthusiasm. Ten countries feature in the three shows with ethnic collections at the highest level, splendid styling and precious accessories.

India is represented by top designer **Archana Kochhar**, returning to FTL MODA after her debut in the US a year ago; by **Vaishali's** high class presentation, and by emerging brand **Chasa IDT**. **LeVICO** couture brought by **Gallery of Indonesia**, marks the beginning of a strong alliance with the US producers.

Egypt native Khaled Obbeya, from London, carries the flag of menswear collections characterized by top quality fabrics and precious finishing.

The Arab Emirates are represented by **Fillumae'**, young US-based designers. A German touch comes from **Sonja Tafelmeier** with her underground streetwear, chic and edgy.

Environmentally friendly **Responsive Textiles** adds romance and style focused on knitwear. **Marlene H Couture** and **Haute Dress** are the two US designers with pret-a-couture concept. **Harx 4** debuts in NY with a sophisticated and minimalistic line styled with strong accents and comfort in mind, and finally young, edgy, vibrant women and men collection by **Shock and Awww** leads the evening show with its celebrity style concept and chic streetwear.

On Saturday, first official Kids Collection Showcase at NYFW debuts: Canada brings **Moka** Collection, and **Aisabobo**, France presents **Lulu Et Gigi** returning to FTL MODA after February, and Manhattan based brand **Blu & Blue**, all will present collections exploring ready to wear and couture with beautiful, classy and joyful lines, providing a recipe that will impress the industry. FTL MODA at **Space 404** will shine with high tech gadgets, the new virtual reality by Samsung.

A panel of preeminent sponsors supports the production: **URBANI Truffle**, **Kartell**, **Tequila Pasion**, **Acqua Rocchetta**, **Antinori**. **Divino Gelato** and **Neuro** drink fuel the backstage led by **Make Up PRO**, the New York based MUA at its collaboration with FTL MODA.

Casting is handled by partner talent agency **Stellar-NYC** while the Kids Collection Showcase is co-produced with **Posh Kids Magazine**.

**The Shows at FTL MODA with Fashion Week Online Presented by Samsung**  
**September 8 and 10**

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