

# ELEVATE YOUR BRAND



# ABOUT

hiTech  
MODA

**FEATURING SELECT FASHION BRANDS ON OUR AWARD-WINNING  
RUNWAYS**

Designer  
Malan Breton

## **The Corporation Designing Opportunities Since 2018**

Award-winning hiTechMODA Productions combines traditional fashion runway shows with the latest innovations and the new “thinking of fashion”. We are a cutting-edge runway production house focusing established, emerging, and Indie fashion designers, identifying current marketing trends, plus aligning with new thought leaders who are committed to transforming the way industry operates today. We lead in the industry by creating opportunities to market and advertise our designers and assist them in elevating their brands.

After the disruption in the supply chain and brick and mortar store closings, how designers are able to reach their audience has radically changed. There are opportunities in disruption, but you have to be able to pivot quickly. We believe the future of fashion is rethinking how business is done; working towards sustainability, and available to anyone anywhere, and empowering consumers and designers/brands alike. From our first season in 2018 to now, our mission has been to inspire, empower and encourage anyone who brings their talent to our runways wherever we are. We create events that pull together elements of our designers' creativity and express those on the runway. We work to create opportunities specifically tailored to you. hiTechMODA does this by providing a professional, affordable runway with high-quality production at state of the art and unique venues, complete with professional photography and video.

Our mission is designing opportunities and everything we do is with that in mind. We specialize in providing avenues for emerging new-to-market and young prodigy designers, up and coming and aspiring models of all ages, shapes, and sizes, photographers, and videographers. In addition to this, we also specialize bring in a host of interns and volunteers from some of the region's most prestigious fashion design and business schools.

**Winner of 2022 Best Fashion Platform and 2022 MODERN CEO Award.**

# PRESS



## THE PLACE

### Utah designer is taking her creations to the New York Fashion Week runway



Utah gown designer is off to New York Fashion Week

By: The PLACE

Posted at 2:43 PM, Feb 06, 2023 and last updated 6:43 PM, Feb 06, 2023

Utah is making its mark on New York Fashion Week!



Watch FOX 13 News on your favorite streaming device anytime, anywhere

# VOGUE

BRITAIN

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY

## FASHION

### Meet Malan Breton, The Most Influential Designer You've Never Heard Of

### Orthodox Jewish model made history at New York Fashion Week

Lily Brach says her Jewish identity has inspired her; she prioritizes representing disability, pride, and bringing joy to that community, but also remaining truthful to her faith

Julia Gargely/ITA | Yesterday | 01:29

Listen to this article now

When disability activist Lily Brach was asked if she would walk the runway as a model for New York Fashion Week, she didn't know if she would be able to do it.

Follow Trendlines on Facebook and Twitter

That's not because she has a rare form of muscular dystrophy, which weakens muscles and limits her ability to walk. Rather, it was unfortunate timing: The show was set for Friday evening when the weekly Jewish holiday of Shabbat begins.



## ewsomatics

### ring New York Fashion Week

Week for Season 9 at Gotham Hall in the heart of

try 8, 2023 /EINPresswire.com/ -- hiTechMODA is returning ry 10th and 11th. The show take place in the heart of New designers and over 1000 models will showcase on the

he world with her talent will perform live on Friday, during von a notable number of international competitions and took her talents to the US when she ry Botti. She has performed with numerous other international musicians. Our other performers are l, Sasha Anne, MV La Diva, and violinist Imen Victoria

## MODA Productions

### Designers and Models at New York Fashion Week

NEWS PROVIDED BY  
hiTechMODA, LLC  
February 14, 2023, 15:43 GMT

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hiTechMODA is known for its innovative production and staying up with trends

NEW YORK CITY, NEW YORK, AMERICA, February 14, 2023 /EINPresswire.com/ -- From sold-out crowds to a multitude of press & celebrities, hiTechMODA was completely in their element when kicking off their NYFW event with 55 successful runway shows on February 10th & 11th, 2023.



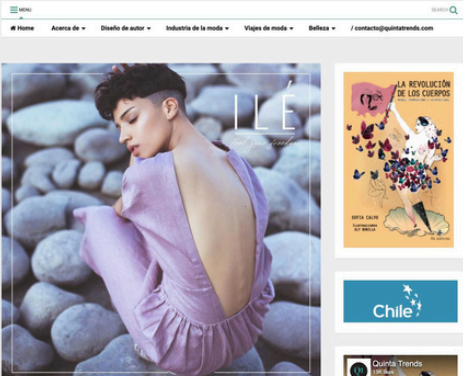
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Award Winning hiTechMODA

different approach to  
hiTechMODA show



ILÉ: moda



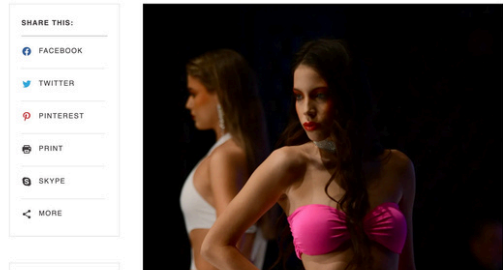
## FASHION | LIFESTYLE

### Banana fabric ng women inmates sa Davao, bumida sa New York Fashion Week Pinoy pride!

BY BERNIE V. FRANCO  
FEBRUARY 23, 2022

"I CONQUERED THE BIG APPLE."

Ito bungad ng Filipina fashion designer na si Joy Soo sa kanyang Facebook caption.



HOME COMMUNITY IMMIGRATION CRIME OPINION INDIA FILM U.S. NEWS

ARTS & BOOKS BREAKING NEWS COMMENTS ENTERTAINMENT LIFESTYLE FASHION INDIA NEW YORK TOP STORIES

### Bollywood designer featured in New York Fashion Week

By a Staff Writer - February 15, 2022



NEW YORK, NEW YORK - FEBRUARY 12: Designer Anusmita Bandhan Sur (R) walks the runway wearing The Tradition - Digipyo during the NYFW hiTechMODA Season 7 Réversion #noapology show at The Edison Ballroom on February 12, 2022, in New York City. (Photo provided by Hydesan Entertainment - Photo by Slaven Vlasic/Getty Images for NYFW hiTechMODA)

Bollywood fashion designer Kirti Rathore's collection along with that of Atlanta-based The Tradition-Ottijo, was displayed at New York Fashion Week by more than 50 models.

According to a press release, Rashmi Bedi - Mydream Entertainment Association, alongwith New York Top Model Academy, a New York/New Jersey-based Entertainment company, organized the showing



### This Orthodox Jewish model made history at New York Fashion Week

By Julia Gargely - February 14, 2023 - 3:02 pm



Brach, who has muscular dystrophy, walked the runway at New York Fashion Week for the South Asian brand Paridhara. (Julia Gargely)

"It felt really good -- it felt freeing," said Brach, 22, who modeled a gold sari from the brand [Paridhara](#), which specializes in modern South Asian style. "I definitely never thought I would do something like this."

"I prioritize representing disability, and pride, and just bringing joy to that community, but I also prioritize remaining truthful to my faith," Brach said. "It was great teamwork to get me on the stage and represent disability, and then come right off to go celebrate Shabbat."

When Brach was 16, she was told she would not be able to walk or lift heavy objects unassisted ever again due to her centronuclear myopathy, a rare form of non-progressive muscular dystrophy. At the time she was disheartened -- but she said she used the diagnosis as motivation to "prove barriers are meant to be broken."

Walking in New York Fashion Week -- which runs through Wednesday -- is the latest in a series of triumphs for Brach, who moved to New York last August to attend Columbia University. Last March, Brach climbed Camelback Mountain in Scottsdale, Arizona -- a feat that she calls "My Everest." She's also competed in body-building competitions and loves going to the gym.

She also founded the Born to Prove foundation, which promotes disability awareness and breaking barriers.

## CELEBRITIES FASHION

### NYFW's Top 10 Looks by Designer/Tailor Justin Haynes



By AnnaStark

FEB 20, 2022

celebrities, fashic

designer, JUS10H, Justin Haynes, to

10, Top 10 Looks

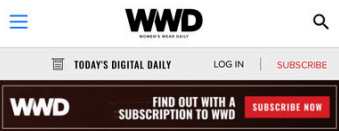


FWO  
FashionWeekOnline.



NYFW hiTechMODA New York Fashion Week Highlights

After morning was a special daily day in New York City, giving evening runway for the season planned for that day, the event of hiTechMODA in New York Fashion Week (NYFW) at the iconic Gotham Hall, in the heart of Manhattan.



## POP CULTURE / CELEBRITY NEWS

### 'Project Runway' Alum Malan Breton Debuts Latest Collection & More Updates [PHOTOS]

By TY GASKINS

SEPTEMBER 25, 2024, 8:54AM



"Project Runway" alum Malan Breton presents his Spring 2025 collection. ARUN NEVADER

"Project Runway" alum Malan Breton's latest



FWO  
FASHION WEEK ONLINE

### ROBOTIC DRESS RUNWAY I 360fashion Network x HiTechModa Fashion Show

360FASHION & TECH

ROBOTIC DRESS RUNWAY SHOW

SEPT 7TH  
NEW YORK CITY  
7:00 PM  
BIT.LY/ROBOCOUTURE

September 7, 2019 @ 7:00 pm - 9:00 pm

Fashion Week Calendar



# High-End Publication

We provide our clients with publication opportunities in major magazines!



Publication in  
MAJOR Magazines



And More!

# CELEBRITIES & INFLUENCERS ATTENDANCE

maximo



@maximorivano

2253

1.1M

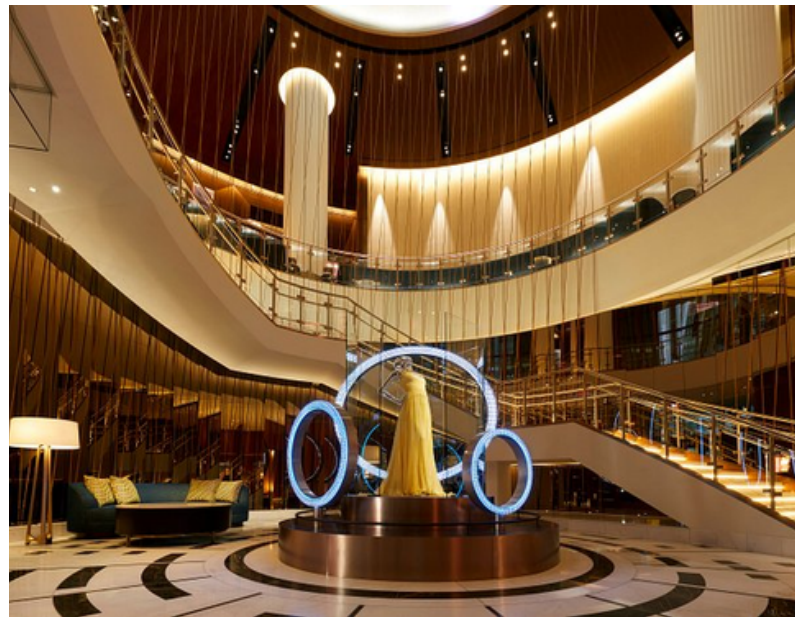
74.4M

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We provide our clients with Times Square  
Billboard advertising opportunities!  
1520 Broadway



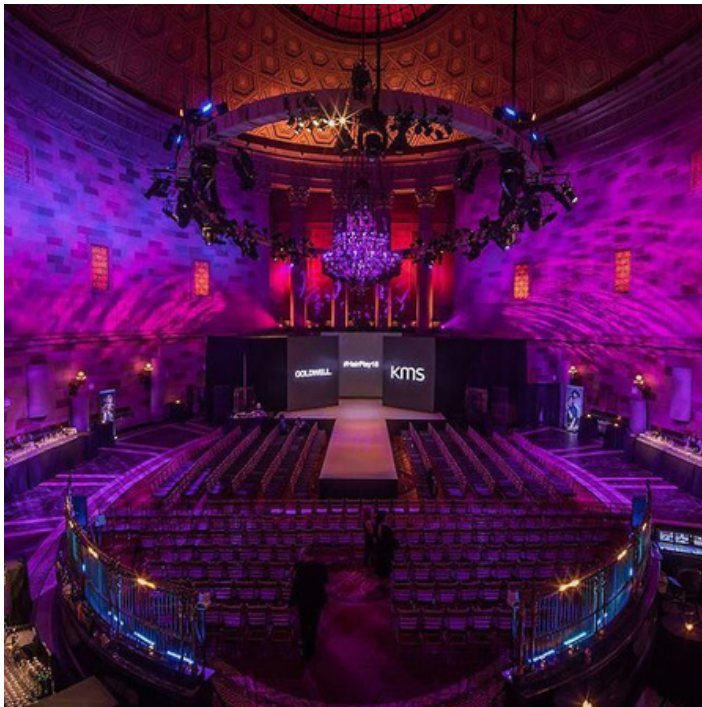
# Premiere VENUES



The Hard Rock  
Hotel NYC



The Westin Paris  
Vendôme



Gotham Hall  
NYC



Hotel Edison  
NYC

# hiTech MODA<sup>®</sup>

- Runway + Production
- Stage Lighting
- Professional Audio/Video
- Equipped backstage
- Full backstage management
- Media Pit
- Getty Images photography\*
- Live Stream at producer's discretion\*
- \*\*Basic NYC Hair and Makeup
- Rolling Racks (hangers not included)
- Discounted ticket prices
- Inclusion in PR and marketing materials
- Fashion Week Online Calendar
- Runway Photos

\*\*Unless specifically excluded by mutual agreement

Optional Services at additional cost:

- Raw Video Footage
- Professionally Edited Runway Video
- Times Square Billboard
- Fashion Week Online Feature

\*If Service is Used

\*\*Enhanced Hair and Makeup

## NEW YORK FASHION WEEK



- Runway + Production
- Stage Lighting
- Equipped backstage
- Full backstage management
- Media Pit (press application required for all photographers and designer invited media)
- Photography
- Basic Parisian Runway Style Hair and Makeup
- Rolling Racks (hangers not included)
- Discounted ticket prices
- Inclusion in PR and marketing materials
- Fashion Week Online Calendar
- Runway Photos
- Optional Services at additional cost:
- Fashion Week Online Feature

March 8, 2025

## PARIS FASHION WEEK



HÔTEL PLAZA ATHÉNÉE

25 AV. MONTAIGNE,  
75008 PARIS, FRANCE



# hiTechMODA<sup>®</sup> paris

- Runway + Production
- Stage Lighting
- Equipped backstage
- Full backstage management
- Media Pit (press application required for all photographers and designer invited media)
- Photography
- Basic Parisian Runway Style Hair and Makeup
- Rolling Racks (hangers not included)
- Discounted ticket prices
- Inclusion in PR and marketing materials
- Fashion Week Online Calendar
- Runway Photos
- Optional Services at additional cost:
  - Fashion Week Online Feature

October 3, 2025





## PRESS

hiTechMODA Fashion Productions leverages its PR resources to position our designers for increased exposure. Working with our database of press, as well as our considerable industry contacts, our team works with you to create optimal exposure for your brand, based upon your objectives as a runway designer.

## GUESTS

hiTechMODA Fashion Productions provides our designers with a discount code to allow all your business associates, friends, family, and followers to purchase tickets at favorable pricing for your event.



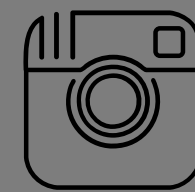
## NEXT STEPS

Thank you for your interest in showing with hiTechMODA Productions. Please review the information provided and do not hesitate to call or email us with any questions.

To move forward, if you are a first time designer with hiTechMODA, complete our application online at [www.hiTechMODA.com](http://www.hiTechMODA.com). Upon review of your application, you will be sent an offer to show, with full disclosure of our terms and instructions on the next steps. Repeat designers, contact us via email to [opportunity@hiTechMODA.com](mailto:opportunity@hiTechMODA.com) to request an offer for a specific event or events.



# hiTech MODA<sup>®</sup>



@hiTechMODA

[www.hiTechMODA.com](http://www.hiTechMODA.com)

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Alonso Maximo NYFW hiTechMODA  
Getty Images for hiTechMODA