



hiTechMODA®

ELEVATE YOUR BRAND

Rian Fernandez

ABOUT

hiTech
MODA



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

Mitch Desunia

The Corporation Designing Opportunities Since 2018

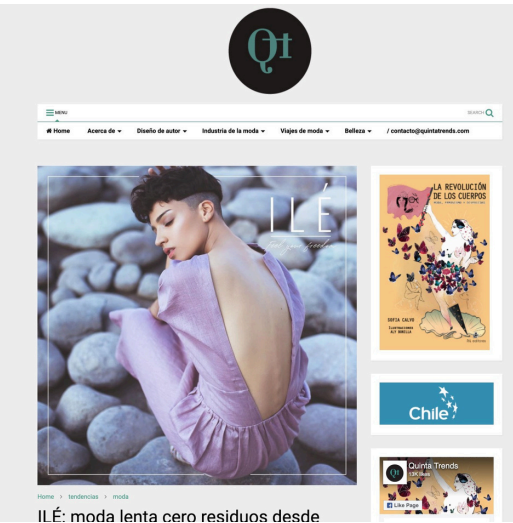
Award-winning hiTechMODA Productions combines traditional fashion runway shows with the latest innovations and the new “thinking of fashion”. We are a cutting-edge runway production house focusing established, emerging, and Indie fashion designers, identifying current marketing trends, plus aligning 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



Utah designer is taking her crea New York Fashion Week runway



By: The PLACE
Posted at 2:43 PM, Feb 06, 2023 and last updated 4:43 PM, Feb 06, 2023

Utah is making its mark on New York Fashion Week!



Jewish Scene

Orthodox Jewish model made history at New York Fashion Week

Lily Brasch 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 Gergely/JTA | Yesterday | 01:29

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00:01
Powered by: [Trinity Audio](#)

When disability activist Lily Brasch 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 Ynetnews 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.



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

ILÉ: moda lenta cero residuos desde



EIN Presswire | Newsmatics

Experience hiTechMODA during New York Fashion Week

NEWS PROVIDED BY
EIN Presswire
Feb 08, 2023, 2:37 AM ET

hiTechMODA returns for New York Fashion Week for Season 9 at Gotham Hall in the heart of New York City.

NEW YORK, UNITED STATES OF AMERICA, February 8, 2023 /EINPresswire.com/ -- hiTechMODA is returning to NYFW for its ninth season this year on February 10th and 11th. The show take place in the heart of New York City at breathtaking Gotham Hall where 55 designers and over 1000 models will showcase on the runway in its grand ballroom.



Models on the Runway

Ukrainian violinist Assia Ahhatt who has taken the world with her talent will perform live on Friday, during the couture fashion show at 7:00 pm. Assia has won a notable number of international competitions and took her talents to the US when she performed alongside Grammy Award winner Chris Botti. She has performed with numerous other international musicians. Our other performers are singer Ava Breeze, Angelina Stanek, Carolina Rial, Sasha Anne, MV La Diva, and violinist Imen Victoria

hiTechMODA Paris Fashion Week Event Showcases Upcoming and Established Design Talent

Mar 24, 2025, 8:00 AM ET

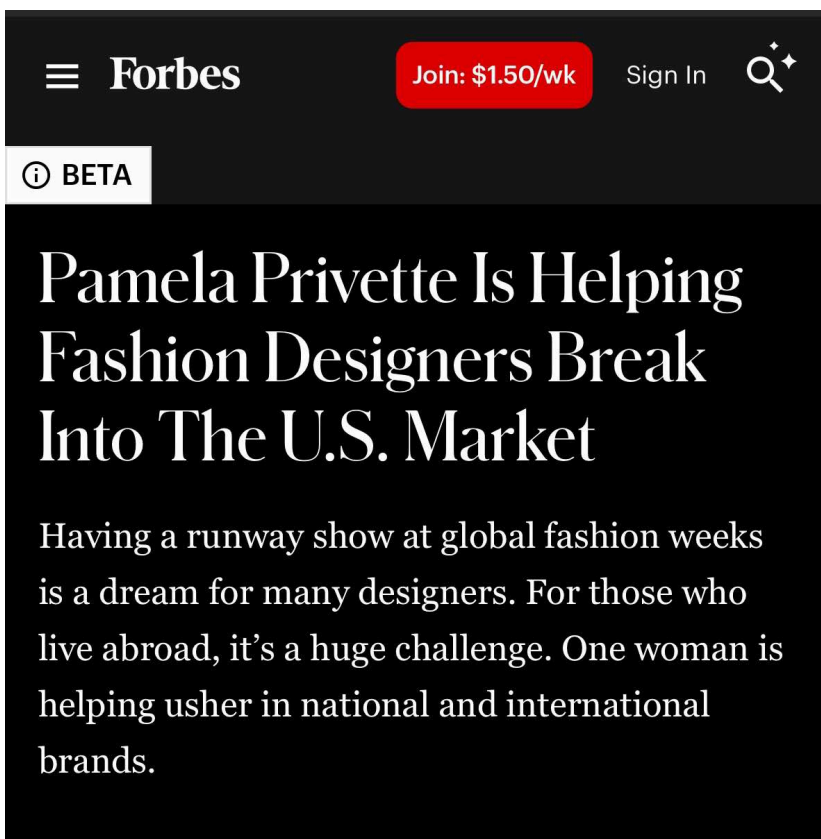
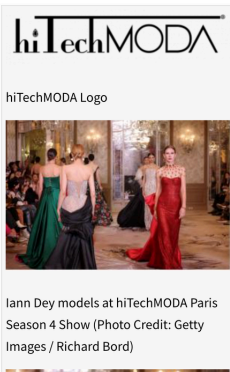
Season 5 Event from Pamela Privette's Elite Fashion Show Team Scheduled for October 3rd, 2025

NEW YORK, NY, UNITED STATES, March 24, 2025 /EINPresswire.com/ -- hiTechMODA, the globally acclaimed fashion platform known for merging innovation with high fashion, made a stunning return to Paris Fashion Week for their fourth season. Their exclusive event took place at the legendary Hôtel Plaza Athénée, one of the most prestigious venues in the heart of Paris, bringing together an elite roster of designers, models, and industry leaders. HiTechMODA Paris once again redefined the presentation standards for fashion presentations on the global stage.

With a bold fusion of technology and artistry, the event featured diverse collections, luxury craftsmanship, and sustainable fashion initiatives, set against the backdrop of one of the world's most prestigious fashion capitals.

The event at the Hôtel Plaza Athénée include presentations from fashion designers including Agape Kidz Couture, La Belle Kidz, SCI PH, Ronica Marie Couture, Norman Malagueño Acuba, and Iann Dey.

hiTechMODA has come a great way for showcasing upcoming and established design talent.



Pamela Privette Is Helping Fashion Designers Break Into The U.S. Market

Having a runway show at global fashion weeks is a dream for many designers. For those who live abroad, it's a huge challenge. One woman is helping usher in national and international brands.

By [Nadja Sayej](#), Contributor. [Nadja Sayej](#) writes about fashion, wellness, beauty and...

Newsires

Award Winning hiTechMODA Productions Designers and Models at New York Fashion Week

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

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



Contact

Jose Laracunte
hiTechMODA
+1 347-267-7690
[email us here](#)

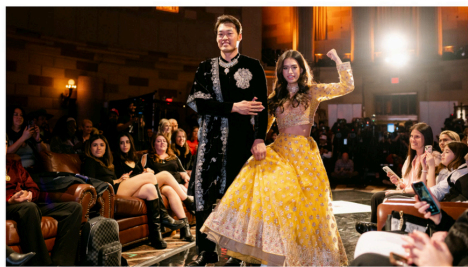
More From This Source

Award Winning hiTechMODA



This Orthodox Jewish model made history at New York Fashion Week

By Julia Gergely | February 14, 2023 | 3:35 pm

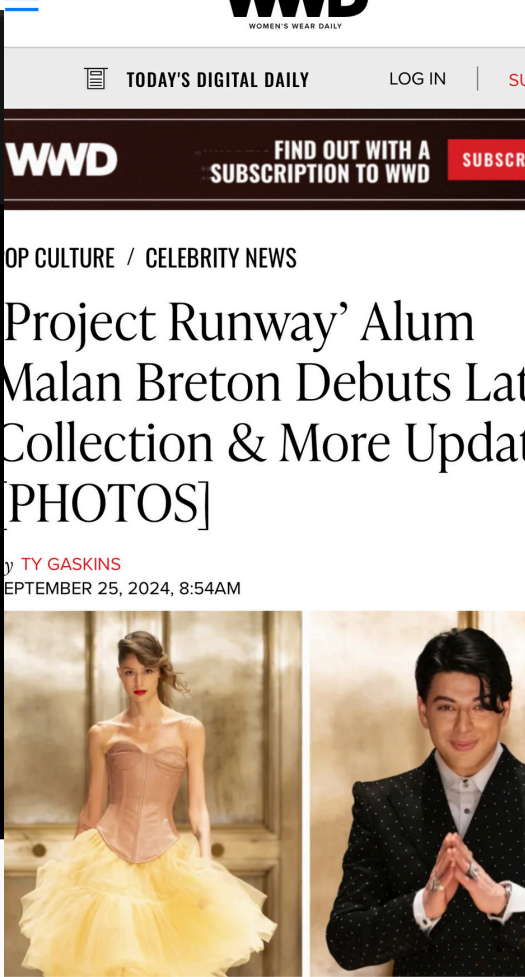


Brasch, who has muscular dystrophy, walked the runway at New York Fashion Week for the fourth season last February. (JTA Photo)

"It felt really good — it felt freeing," said Brasch, 22, who modeled a gold sari from the brand [Randhawa](#), 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," Brasch said. "It was great teamwork to get me on the stage and represent disability, and then come right off to go celebrate Shabbat."

When Brasch 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



POP CULTURE / CELEBRITY NEWS

'Project Runway' Alum Malan Breton Debuts Late Spring Collection & More Updates [PHOTOS]

by [TY GASKINS](#)
SEPTEMBER 25, 2024, 8:54AM



"Project Runway" alum Malan Breton presents his Sorina 2025 collection. [ARI IN NVADER](#)



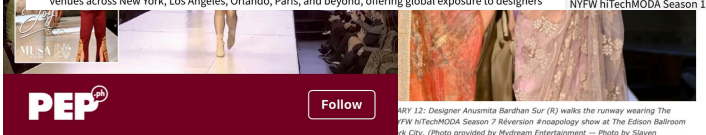
Disrupting The Runway: Pamela S. Privette's hiTechMODA Brings Innovation and Inclusivity To The Fashion Industry

Feb 05, 2025, 8:00 AM ET

NEW YORK, NY, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- Forget everything you know about fashion events. hiTechMODA, founded by visionary entrepreneur Pamela S. Privette, is shaking up the industry with its groundbreaking approach to fashion shows, seamlessly blending technology, sustainability, and inclusivity. More than just another runway event, hiTechMODA is redefining how designers, models, and brands connect with a global audience—without sacrificing artistry or integrity.

hiTechMODA Fashion Events is a premier production company that delivers high-end, professionally executed runway shows featuring an eclectic mix of emerging and established designers. The brand is built on a foundation of innovation, technology, and inclusivity, giving independent designers a high-profile platform to showcase their work in an environment that rivals the top names in fashion.

The company hosts multiple events throughout the year, including its flagship New York Fashion Week (NYFW) showcases and various national and international productions. Events take place in top-tier venues across New York, Los Angeles, Orlando, Paris, and beyond, offering global exposure to designers



PEP

Follow

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.

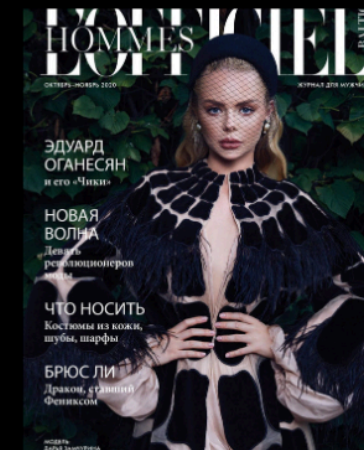
High-End Publication

We provide our clients with publication opportunities in major magazines!



Designer-Publication Opportunity

Publication in MAJOR Magazines



And More!

NEW YORK FASHION WEEK hiTech MODA

CELEBRITES & INFLUENCERS ATTENDANCE

iriannislopez



501 posts 510K followers 814 following

Iriannis Lopez

Agency @nymmg
lopeziriannis@gmail.com
188

iri's close friends 261 members

sheynnispalacios_of



414 posts 1.7M followers 1,079 following

Sheynnis Palacios

sheynnispalacios_of • 1 new

Public figure
Miss Universe 2023
Miss Nicaragua 2023
Lic. Comunicación more
See Translation

missusa



4,432 posts 649K followers 431 following

Miss USA

Public figure
Definition of Pageantry
Miss USA 2023 is @noeliavoigt f
Booking: Talent@themissusa.com
Miss USA and 2 more links

gabriella_vigorito



304 posts 69.3K followers 2,617 following

Gabriella Vigorito

CT | NYC
tiktok: gabriella_vigorito 540k+
sMothered Season 5 on @tlc
Creator of @thediamondcrowncollection... more
direct me/gabbyvigorito

claudiabouza



175 posts 200K followers 1,328 following

Claudia Bouza

Model & Actress from Spain
Represented by @ipdtalent
Elite Models
models.com/models/claudia-bouza

alonsomaximodesign



1,264 posts 39.7K followers 6,241 following

Alonso Maximo Abel

alonsomaximodesign

Designer
Fashion Designer
whose great passion
dedication more

missblertaveseli



175 posts 1.3M followers

Blerta Veseli

missblertaveseli

Fashion Model

simplysashaanne



2,243 posts 295K followers 3,914 following

Sasha Anne

simplysashaanne

carolinariamusic



646 posts 87.5K followers 3,506 following

Carolina Rial she/her

Musician
biz: crialtalent@gmail.com
carolinariamusic on tiktok (250k+)
"Sorry to Little Me" OUT NOW
vyd.co/Sorrytolittleme and 1 more

maximo



2,253 posts 1.1M followers 74.4M following

@maximorivano

carolinederpienski



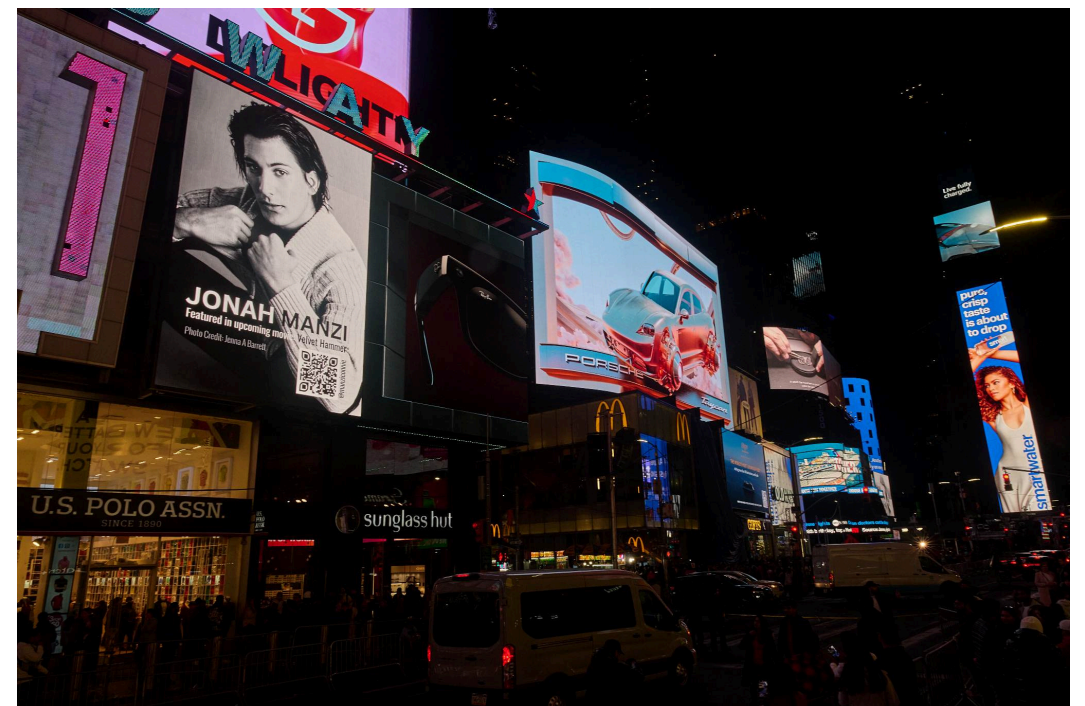
2,913 posts 9M followers 986 following

CAROLINE MARIA DERPIENSKI she/her

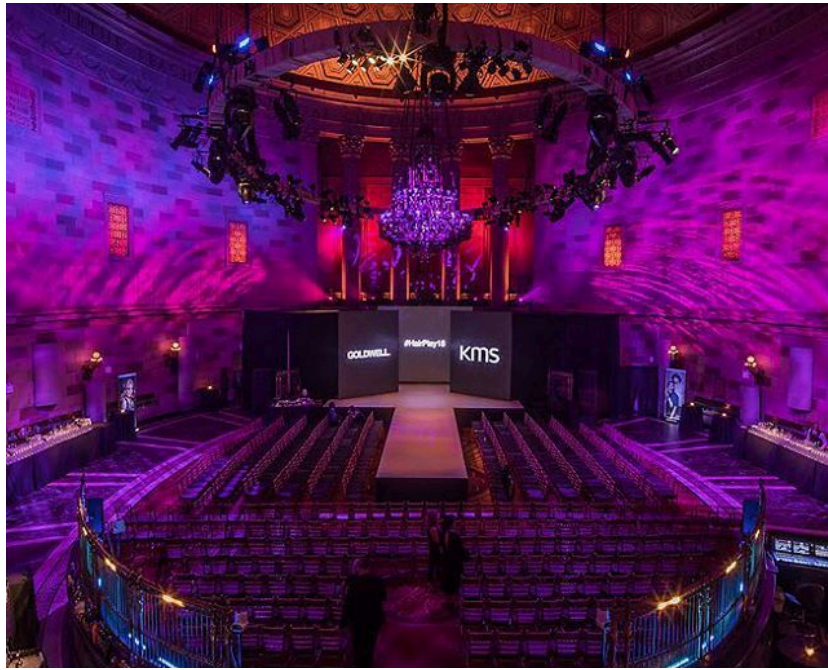
Artist
CELEBRITY MODEL&Influencer

Billboard Advertising

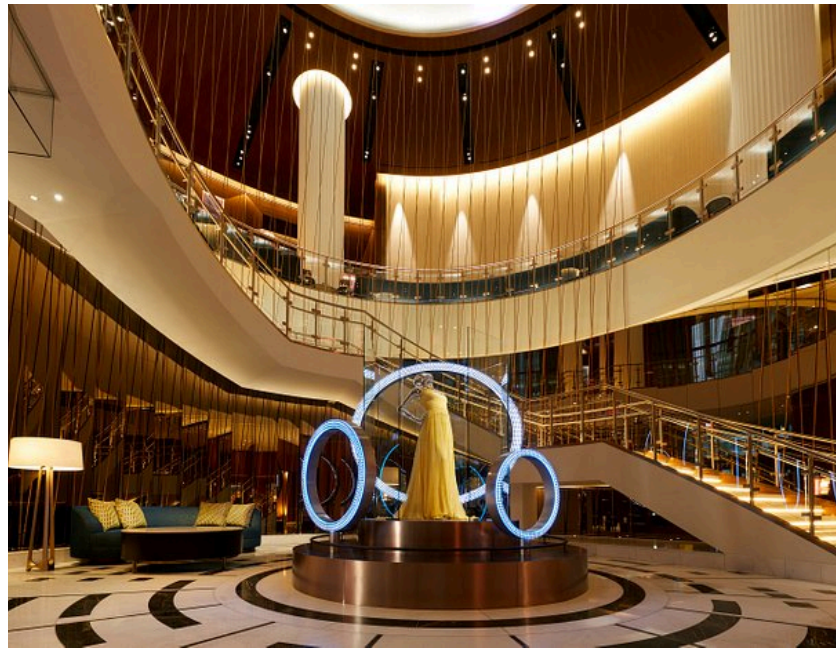
We provide our clients with Times Square Billboard advertising opportunities NYFW!
1530 Broadway



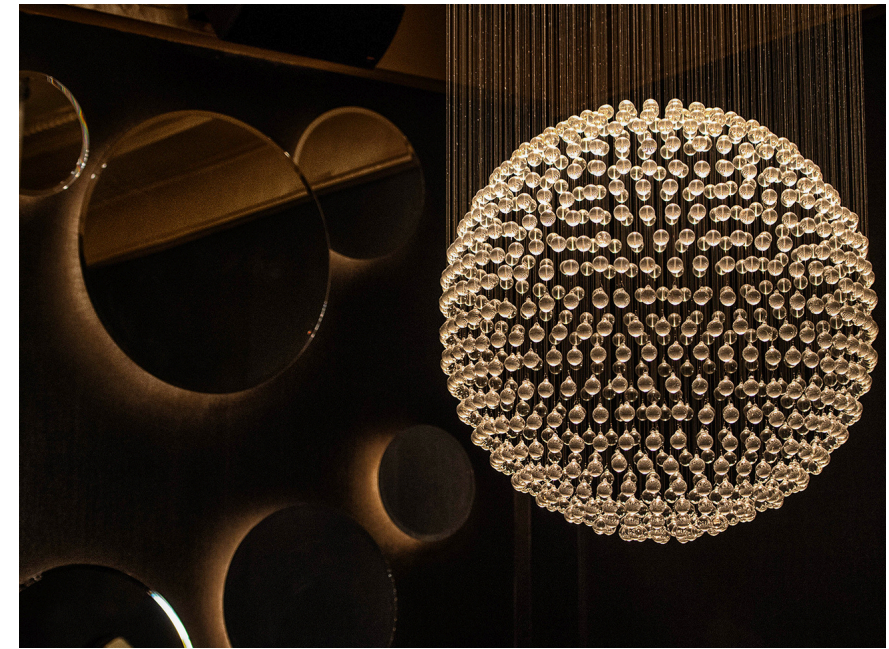
PREMIERE VENUES



**Gotham Hall
NYC**



**Hard Rock
NYC**



**Hotel Edison
NYC**



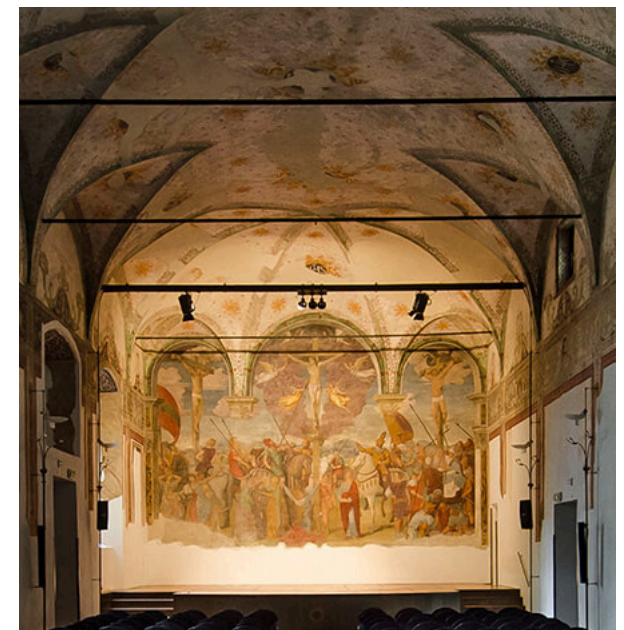
**The Westin Paris
Vendôme**



**Hôtel Plaza Athénée
Paris**



**The American Cathedral
Paris**



**Chiostri Di San Barnaba
Milan**

hiTech MODA[®]

- 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
- ** Getty is not always guaranteed

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



DANNY BOOC

hiTechMODA[®] 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)
- Inclusion in PR and marketing materials
- Fashion Week Online Calendar
- Runway Photos

Optional Services at additional cost:

- Fashion Week Online Feature

PARIS FASHION WEEK



GRACE STEADFAST

hiTech MODA[®]

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

Optional Services at additional cost:

- Fashion Week Online Feature

MILAN FASHION WEEK



ARCHIE DESIGNS



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.

MARJORIE
RENNER



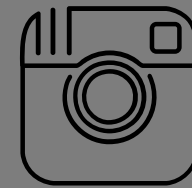
NEXT STEPS

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. 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 to request an offer for a specific event or events.

OMAR MANSOOR

hiTech[®]
MODA



@hiTechMODA

www.hiTechMODA.com

hiTechMODA Productions Corp

347 5th Avenue, Suite 1402

New York, New York 10016

917.999.8718

**Photographer Credit: Mariusz Michalak MM PHOTO
STUDIO & Slaven Vlasic for Getty Images**

HITECHMODA PRESS EXPOSURE FOR YOUR BRAND INCLUDED IN YOUR PRICING

Wire Service: hiTechMODA Productions offers extensive reach and visibility by providing significant media exposure for clients. hiTechMODA New York City PR Company, Lawson Media creates press releases that are syndicated across major newswires and search engines, including Google, Bing, AP News, and others, with syndication points attracting more than 150 million unique visitors each month for each runway show before and after the event. The releases also achieve broad media visibility through distribution to local television and independent news publishers across multiple states, including New York, Ohio, Virginia, and California. hiTechMODA events can also be found across all major social media outlets including Instagram, TikTok, and Facebook. Additionally, releases are made available in news databases, including Bloomberg Terminal and Crunchbase, and are distributed to targeted media professionals, with one example showing over 400 targets for the New York market alone, not to mention the media that picks up on the release through Associated Press.

Getty Images: Exclusive access to Getty Images for media coverage

Massive Global Reach: Syndication places your content in front of a vast network of customers—including media outlets, corporate clients, and creative professionals—in almost every country worldwide. This greatly increases the chances of your work being seen and licensed.

Increased Visibility: Being part of the Getty Images platform, which is a first-place stop for many seeking visual content, significantly raises the profile of your work.

Fashion Week Online: Parisian Headquarter premier digital news and information resource that is wholly dedicated to covering and promoting the international fashion week circuit, particularly the "Big Four": New York, London, Milan, and Paris created as hub for all things related to Fashion Week for both industry professionals and the general public. Maintains a Fashion Week Calendar for all major fashion weeks globally.

hiTechMODA is the only production house with an exclusive channel on this premiere media outlet with a viewing audience of over 550K.

We also offer publication opportunities from your hiTechMODA stage in top outlets such as Harper's Bazaar UK and ELLE UK.

Clearly, we work in areas that are not seen in the traditional media. We are looking for a new audience of exposure to our designers, not solely found in the traditional social media

WWW.HITECHMODA.COM.