

NEW YORK



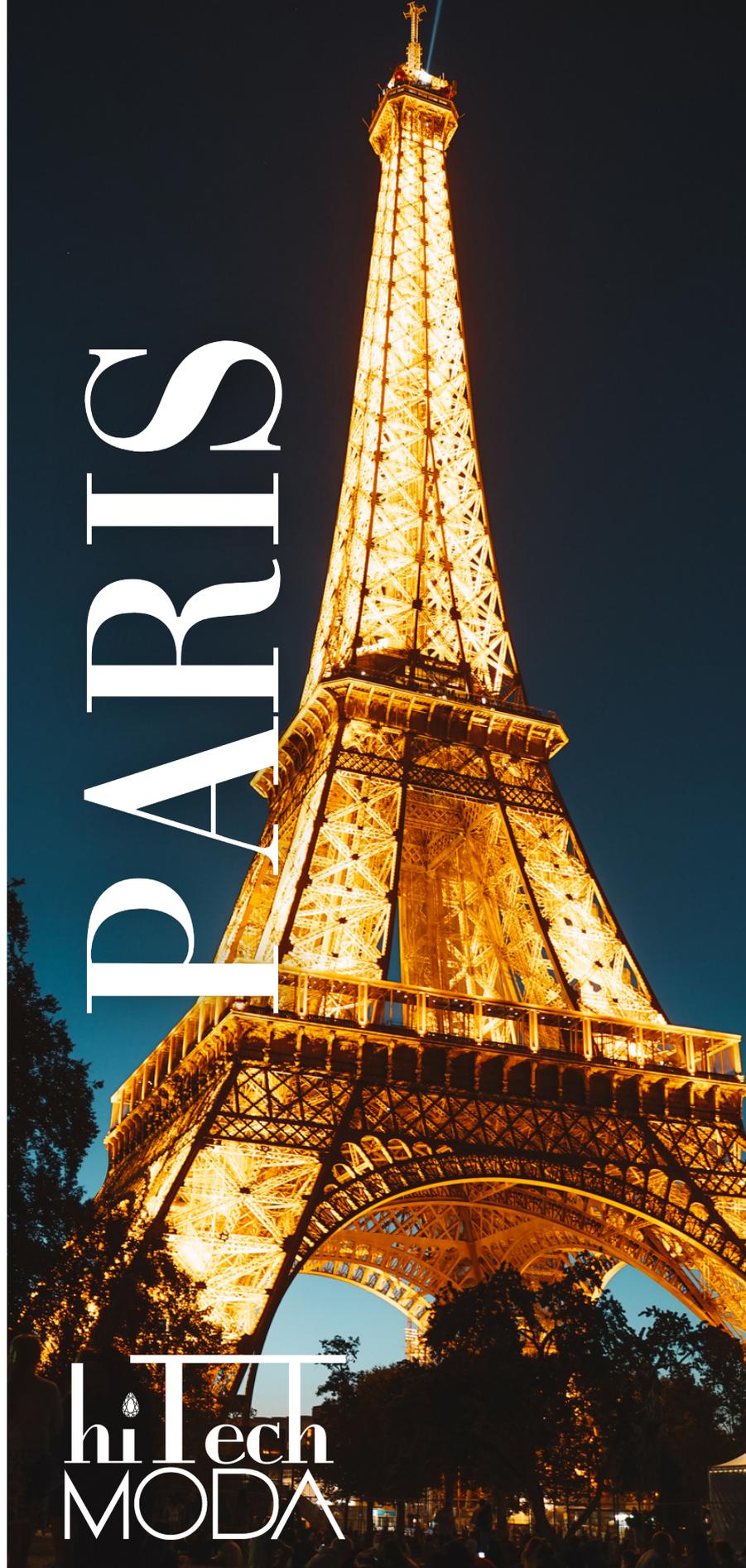
hiTech
MODA

LONDON

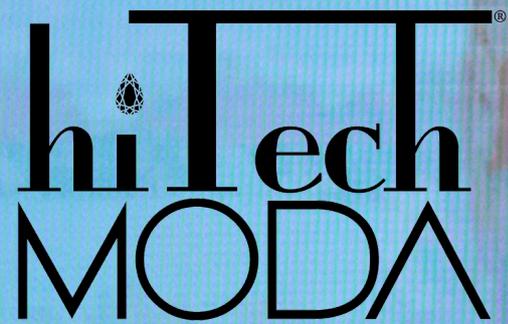


hiTech
MODA

PARIS



hiTech
MODA



hiTech
MODA



ABOUT

FEATURING SELECT FASHION BANDS ON OUR AWARD-WINNING
RUNWAYS

The Company

Designing Opportunities Since 2018

Award-winning hiTechMODA combines traditional fashion shows with the latest innovations and the new “thinking of fashion”. We are a cutting-edge runway production company. Every season, hiTechMODA focuses on featuring established, emerging, and Indie fashion designers and identifying current marketing trends plus aligning with new thought leaders who are committed to transforming the way industry operates today.

After the disruption in the supply chain, brick and mortar stores closing, how designers are able to reach their audience has radically changed. There are opportunities in disruption, you have to be able to pivot quickly. We believe the future of Fashion is new technology, sustainable, and available to anyone, anywhere, empowering consumers and designers/brands alike. From our first season in 2018 to now, our mission has always been to inspire, empower and encourage anyone who brings their talent to our runway and fashion talent worldwide. We work to create an event that pulls together elements of our designer creativity expressed 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, photography, video, hair, and makeup included in one cost, also by the fashion show being held at a state-of-the-art venues.

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.

We are hiTechMODA.

A woman with her hair in a high ponytail, wearing a textured beige suit, stands in the center of the frame. Behind her is a large, stylized 'V' graphic with a green and white striped pattern. The background is dark with some blurred light patterns.

NEW YORK *Fashion Week*

- SEPTEMBER 9-11, 2022. THE EDISON BALLROOM &
ROOFTOP AT THE EDISON BALLROOM, NYC -



The Edison Ballroom is an elegant private event space in the heart of Times Square, New York City. Originally opened in the 1930's as the Grand Ballroom of the adjacent Edison Hotel, this historical venue reopened in 2008 after a multi-million dollar renovation that preserved its original flair and art deco style.

This expansive, multi-level venue is a premiere fashion venue that is equipped with a 60 ft. stage, Panasonic 10K Lum Front Projector, 200-inch projector screen, and state-of-the-art lighting and sound system that takes any event to the next level. Through the combination of revolutionary AV technology and remarkable service, The Edison Ballroom is an eminent venue.

VENUE

The Edison Ballroom



The Rooftop at the Edison Ballroom

The newest addition of The Edison Ballroom presents a top floor rooftop level, including a fully retractable roof with notes of historical architecture overlooking Manhattan's iconic Theatre District. This addition is connected to The Edison Ballroom through a long adorning hallway to allow conjunction between both venues with equal elegant space for events.

The Edison Ballroom along with the Rooftop uphold a reputation of being two of the most desired venues in New York City for their vibrant and lively atmosphere, that pairs perfectly with an NYFW event.

VENUE

Rooftop at The Edison Ballroom

hiTech MODA

- Runway + Production
- Stage Lighting
- Professional Audio/Video
- Video Wall*
- Equipped backstage
- Full backstage management
- Media Pit (press application required for all photographers and designer invited media)
- 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

Optional Services at additional cost:

- Raw Video Footage
- Professionally Edited Runway Video
- Enhanced Hair and Makeup
- Times Square Billboard
- Fashion Week Online Feature





LONDON
Fashion Week

- SEPTEMBER 17, 2022. THE ROYAL HORSEGUARDS, LONDON -



VENUE

Royal Horseguards Hotel

From glinting chandeliers to sweeping staircases and floor-to-ceiling windows, the stunning The Royal Horseguards Hotel is steeped in history and an iconic London landmark.

Nestled in the heart of the London Fashion Week district, this top class venue has excellent transport links across London and the West End. Sitting directly adjacent to Trafalgar Square on the world famous 'Whitehall', Parliament & Covent Garden are all on the doorstep, with the venue conveniently placed for Embankment, Charing Cross and Trafalgar Square train stations.

It is simply the perfect setting and location for any designer to show their latest collections.

The building itself is a Victorian masterpiece. The hotels stunning period detailing has been retained following a multi-million pound refurbishment and inside you'll find top class contemporary comfort.

hiTech MODA

- Stunning Central London Venue
- Make-Up & Hair Team (individual looks for each designer)
- Models
- Runway Photography & Runway Images
- High-End London & Los Angeles based fashion Industry PR Agency
- Hand-picked Headline Social Media Influencers with extensive coverage
- Show Video & Individual Designer Videos*
- Experienced Show Management, Show Team & Assistants





PARIS
Fashion Week

- SEPTEMBER 30 - OCTOBER 1, 2022. THE EDISON, NYC -



VENUE

The historic Normandy Le Chantier, founded in 1992, holds the title of “The Place To Be” during Paris Fashion Week and is known to be a part of the Machefert Hotel family of Paris, Saint Tropez and Marrakech.

The new fully renovated Il Palazzo venue embodies the essence of a Grand Parisian event space. With luxurious decor, Napoleon III- style ceilings, HD screens and bespoke services, this is the perfect venue for designers and models to elevate their platform in the city of fashion and love.

Located just a five minute walk from the Louver Museum and the Jardin des Tuileries, The Normandy Le Chantier offers a wide range of experiences including luxury hotel rooms and suites at your convenience, in the central location of sightseeing.

hiTech MODA

- Professional Parlor Runway
- Professional runway photos from the in-house photographer (if Getty Images is not the house photographer)
- *2 Professional camcorders, static front, and panning, unedited video of the show
- 3 Getty Images and major exposure with the designer's name if Getty is the house photographer
- Full Show Production
- Full Backstage Management
- Basic style makeup based on professional New York City stylist consultation (typically a very polished and clean look)
- Basic style hair based on professional New York City stylist consultation (typically a high pony or bun style.)
- *If your line requires a specific hair or make-up look we have advanced services available per quote
- Racks, no hangers
- Live streaming broadcast
- Advertising and social media presence
- Media Pit (press application required for all photographers and designer invited media)
- An exclusive discounted room block
- Pre-event press release and social media promotion
- Inclusion in the hiTechMODA website (with a link to the designer's website) for exposure to press, media, buyers, bloggers, stylists, and influencers
- Exclusive listing of our event on Fashion Week Online (FWO) Public Relations for your brand
- Publishing in Industry Magazine Public Relations for your brand

Optional Services at additional cost

- Exclusive Article on FWO
- Editorial photoshoot





hiTech[®]
MODA

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 friends, family, and followers to purchase tickets at favorable pricing for your event.



hiTech
MODA

NEXT STEPS

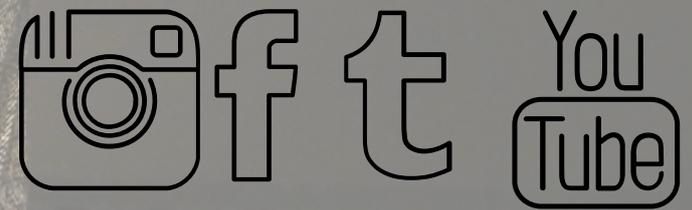
Thank you for your interest in showing with hiTechMODA Productions. Please review the information provided and do not hesitate to call or email us with any questions.

To move forward, complete our application online at www.hiTechMODA.com. Upon review of our application, you will be sent an offer to show, with full disclosure of our terms and instructions on the next steps.



THE

hiTech MODA[®]



@hiTechMODA

hiTehMODA Productions
347 5th Avenue, Suite 1402
New York, New York 10016,

