# ELEVATE

# *About* hiTechMODA®

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, 2024 Fashion Platform of Influence

Mitch Desunia

# Featured on

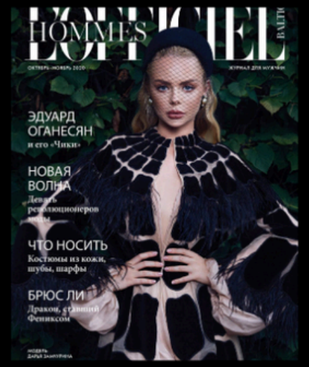
VOGUE
GLAMOUR
ELLE
Forbes
WWD
L'OFFICIEL
The New York Times
Page Six
Harper's BAZAAR
FOX 4 WDAF-TV KANSAS CITY
NEWSWIRE
RESIDENT
A LUXURY LIFESTYLE MAGAZINE
EIN PRESSWIRE
Everyone's Internet News Presswire™
NEW YORK LIFESTYLES MAGAZINE

# High-End Publication

Get your work featured in top magazines—
without the heavy price tag.

## Designer-Publication Opportunity

Publication in
MAJOR Magazines



# Billboard Advertising

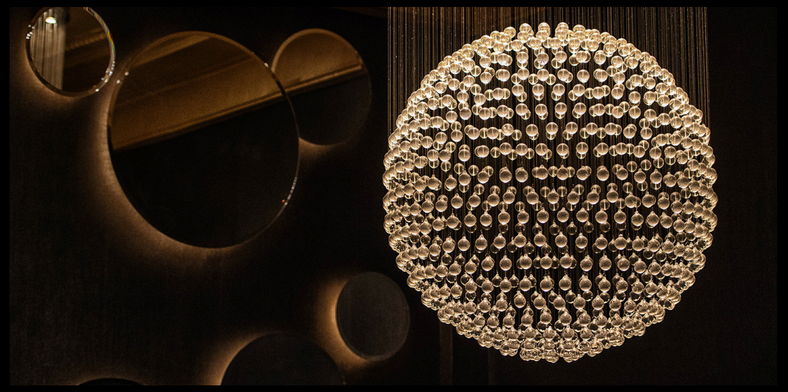
Times Square Billboard
1653 Broadway, New York, NY

30 seconds per hour every 24 hours
NYFW Board Dimensions 900 px High X 1846 px Wide
$1200

# Premier Venues

Gotham Hall NYC

Hard Rock NYC



Edison Ballroom NYC

Hôtel Plaza Athénée Paris

The American Cathedral Paris

Chiostri Di San Barnaba Milan

# Global Fashion Capitals

## Where hiTechMODA Takes the Stage

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

**Unless specifically excluded by mutual agreement

** Getty is not always guaranteed

### New York, New York

Optional Services

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

**Enhanced Hair and Makeup

### Milan, Italy

*Media Pit (press application required for all photographers and designer invited media)

*No Getty

Optional Services at additional cost:

- Fashion Week Online Feature

### Paris, France

*Media Pit (press application required for all photographers and designer invited media)

*Getty not always guaranteed

Optional Services at additional cost:

- Fashion Week Online Feature

### Tokyo, Japan

*Media Pit (press application required for all photographers and designer invited media)

*No Getty

Optional Services at additional cost:

- Fashion Week Online Feature

VENUE: HÔTEL CARLTON
MAY 19, 2026

# CANNES

## *Fashion Show*

Premium package
- Presentation of your collection
- Runway show of your brand (15 looks)
- Hair, make-up
- Professional photos
- Social media promotion

Basic package
- Presentation of your collection
- Runway show of your brand (12 looks)
- Hair, make-up
- Professional photos
- Social media promotion

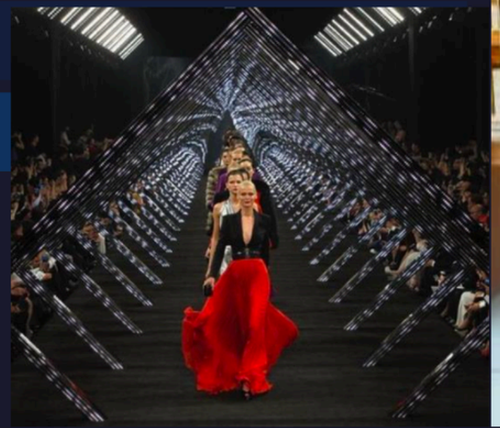
# Expanding Reach

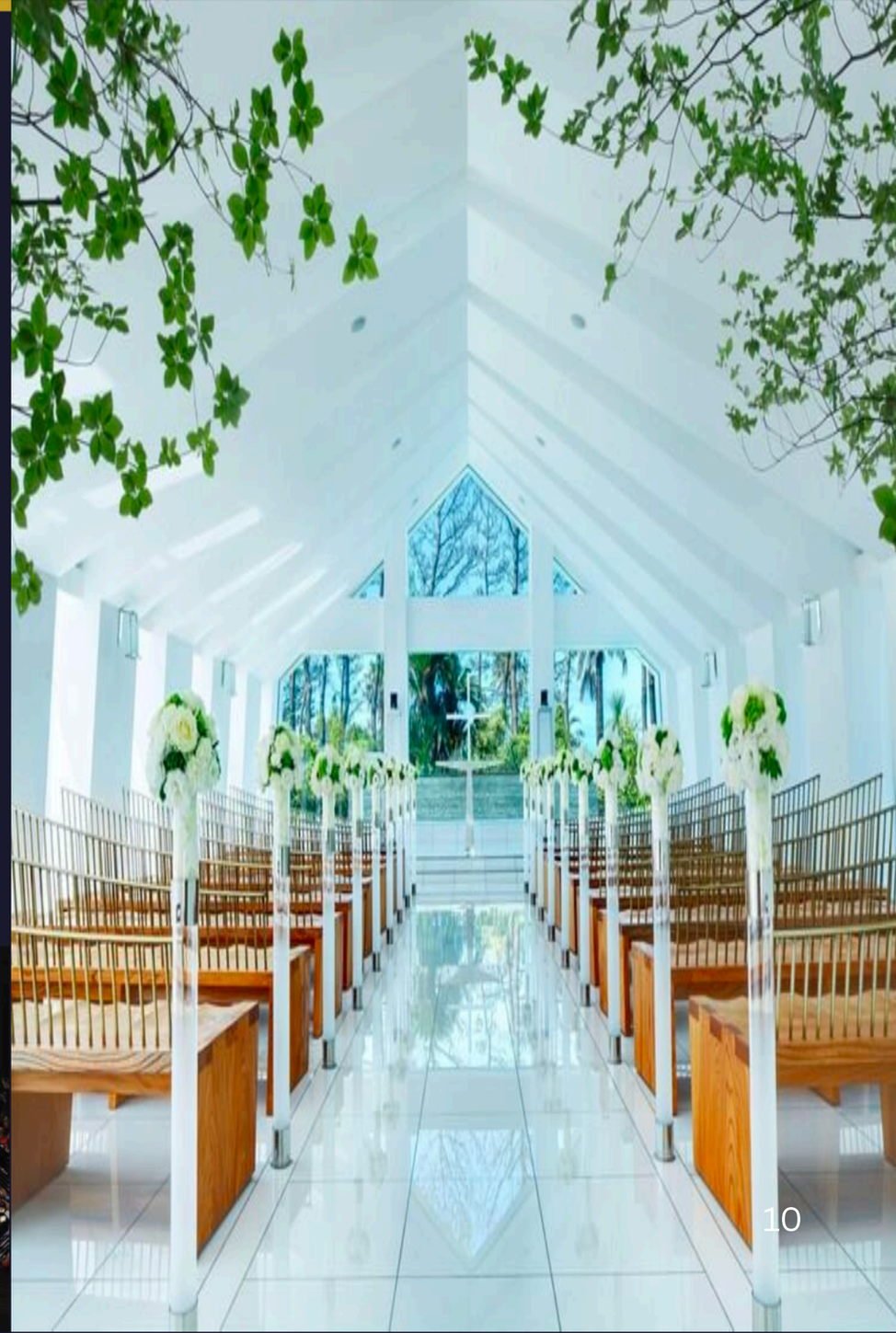
- Low Room Rates
- Views: Tokyo Bay, Ferris Wheel, Mt. Fuji & city skyline
- Airports: Direct bus services from Haneda &
- Narita
- 30 mins from Downtown Tokyo
- Dining: Multiple restaurants, lounge & takeaway shop
- Excursions into Tokyo
- Convenience: Lawson's store & Disney
- merchandise shop onsite
- Wellness: 24-hour gym, Spa, Pools (fees may apply)
- Disney Access: Official Tokyo Disney Resort
- partner, located next to the parks
- Transport: Free shuttles to Maihama Station & Bayside Monorail for easy park access

EVENT AT A GLANCE

# Event Overview

| | |
|---|---|
| EVENT NAME | Moda in Tokyo — Fashion Show Production |
| ORGANIZER | HiTechMODA Productions |
| GROUND SUPPORT | Nippon Global System Co., Ltd. |
| VENUE | Chapel PrimaLuce, Hilton Tokyo Bay |
| FASHION SHOW | 18 June 2026 |
| FULL PROGRAM | 16 – 21 June 2026 (6 days) |
| GROUP SIZE | 100 Pax |
| TRANSPORT | Private Toyota Alphard + Group Coach |
| ACCOMMODATION | Hilton Tokyo Bay — USD $330/night incl. breakfast |
| CLASSIFICATION | Internal Program Brief — Confidential |

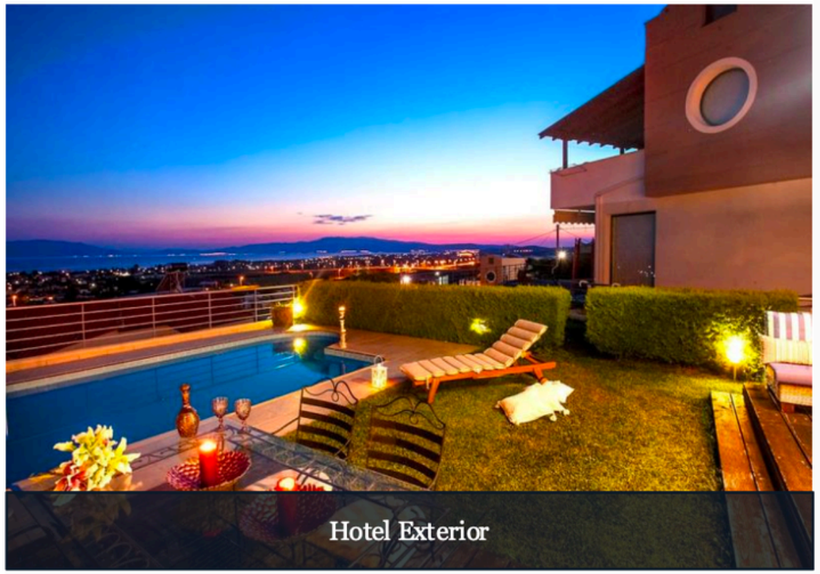




ACCOMMODATION

# Hilton Tokyo Bay

1-9 Maihama, Urayasu-shi, Chiba, Japan • Official Tokyo Disney Resort® Hotel



Hotel Exterior

Hotel Lobby & Reception

Hilton Guest Room

**USD $330 / night**

Per person incl. breakfast

**5 Nights Stay**

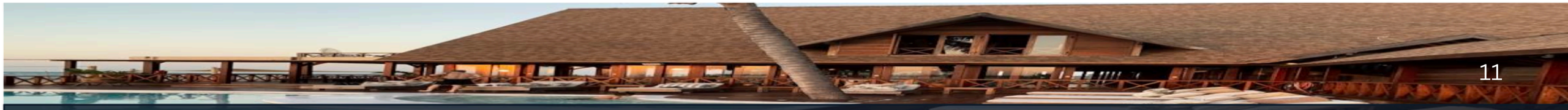
16 – 21 June 2026

**Full Buffet Breakfast**

Included daily for all guests

**Adjacent to Disney**

Tokyo Disneyland® next door



Hilton Tokyo Bay — Indoor & Outdoor Pools, Spa & Fitness Center

PROGRAM SCHEDULE

# 6-Day Program

16 – 21 June 2026 • Tokyo, Japan

## DAY 01

16 JUN

### ARRIVAL

Airport meet & greet
Hilton Tokyo Bay check-in
Welcome briefing

## DAY 02

### TOKYO

Senso-ji • Skytree
Meiji Shrine
Shibuya Crossing • Ginza

## DAY 03

### FASHION SHOW ★

Chapel PrimaLuce
Runway Show
Media & Networking

## DAY 04

19 JUN

### MT. FUJI

5th Station
Lake Ashi Cruise
Hakone Ropeway

## DAY 05

20 JUN

### DISNEYLAND

Tokyo Disneyland®
Optional photoshoot
Group dinner (TBC)

## DAY 06

21 JUN

### DEPARTURE

Breakfast & check-out
Airport transfers
Farewell

# Exposure

PRESS

From targeted outreach to trusted media contacts, we partner with you to win meaningful coverage and grow your brand’s visibility around your runway goals.

# Perks

GUESTS

Designers receive a discount code from hiTechMODA Fashion Productions, letting your network—colleagues, friends, family, and followers—purchase tickets at a lower price for your event.

# Next Steps

Thank you for your interest in hiTechMODA Productions. Please look over the information, and contact us anytime with questions by phone or email.

How to proceed:

- First-time designer: submit the online application at www.hiTechMODA.com. After review, we'll send an offer that outlines the terms and next steps.
- Repeat designer: email opportunity@hiTechMODA.com to request an offer for specific events.

# Testimonials

*"Incredible impact"*

"Working with this team has been a game-changer for our brand visibility. Their innovative approach and attention to detail have allowed us to connect with our audience in ways we never thought possible. We've seen substantial growth in both engagement and sales."

**MARKETING DIRECTOR**

*"Transformative experience"*

"The collaboration with this a production company exceeded all our expectations. They truly understand the fashion industry and helped us craft a message that resonates. The results have been phenomenal, and our brand's presence has significantly improved in the competitive market."

**BRAND OWNER**

# Brand Evolution

Elevate

| 2021 | 2022 | 2023 | 2024 |
| --- | --- | --- | --- |
| Launch of new collection | Expansion into online sales | Partnership with influencers | Global fashion show debut |

# 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's 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 and global exposure

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

*Fashion Forward*

# Contact us today to elevate your brand!

WEBSITE

www.hitechmoda.com

EMAIL

opportunity@hitechmoda.com or
hitechmoda@gmail.com

SOCIAL MEDIA

@hitechmoda