



## **IMG ANNOUNCES NYFW: THE SHOWS AND MADE SPRING/SUMMER 2016 COLLECTIONS SCHEDULE AND LEAD PARTNERS**

**NEW YORK (August 6, 2015)** – IMG today announced the Spring/Summer '16 collections schedule and lead partners for New York Fashion Week: The Shows and MADE, taking place September 10-17, 2015.

“Evolving a high-profile event with this many moving parts takes time, effort, and the trust and support of the industry,” said Mark Shapiro, Chief Content Officer, IMG. “We’re so pleased with the response to the changes we’re making, and are excited to welcome new and returning designers and partners, as well as the MADE community, to the fold. We look forward to showing the industry all we’ve been working on come September.”

NYFW: The Shows will be held at Skylight at Moynihan Station and Skylight Clarkson Sq and feature the collections of designers including: **ACADEMY OF ART UNIVERSITY, ALICE AND OLIVIA, ANGEL SANCHEZ, ANNA SUI, BADGLEY MISCHKA, BCBGMAXAZRIA, BETSEY JOHNSON, BIBHU MOHAPATRA, BRANDON MAXWELL, CARMEN MARC VALVO, CONCEPT KOREA, CUSTO BARCELONA, DENNIS BASSO, DEREK LAM, DESIGUAL, DKNY, ERIN FETHERSTON, FASHION SHENZHEN, GEORGINE, GREG LAUREN, GROUND ZERO, HERVÉ LÉGER BY MAX AZRIA, IDAN COHEN, J.CREW, JENNY PACKHAM, JEREMY SCOTT presented by MADE, JOSIE NATORI, KARIGAM, KEMPNER, KID’S ROCK!, KYE, LELA ROSE, LIBERTINE, LIE SANGBONG, MARA HOFFMAN, MONIQUE LHUILLIER, NAEEM KHAN, NICHOLAS K, NICOLE MILLER, NOON BY NOOR, NOVIS, OHNE TITEL, PAMELLA ROLAND, PRABAL GURUNG, PROJECT RUNWAY, PUBLIC SCHOOL, RACHEL ZOE, RALPH LAUREN, REBECCA MINKOFF, REBECCA VALLANCE, REEM ACRA, SKINGRAFT, SON JUNG WAN, SUNO, SUPIMA, TADASHI SHOJI, TAORAY WANG, THE ART INSTITUTE, THOMAS WYLDE, TOME, TOMMY HILFIGER, VIVIENNE HU, VIVIENNE TAM, YIGAL AZROUËL, and ZANG TOI.**

MADE’s preliminary collections schedule includes: **A-R-E-A, ANDREA JIAPEILI, ADAM SELMAN, BABYGHOST, BAJA EAST, BROCK COLLECTION, CG (CHRIS GELINAS), CHROMAT, COLLINA STRADA, CUSHNIE ET OCHS, DEVON HALFNIGHT LEFLUFY, DION LEE, GYPSY SPORT, HARBISON, HOUGHTON, ISA ARFEN, JEREMY SCOTT, JONATHAN SIMKHAI, MARISSA WEBB, PARSON’S MFA COLLECTIONS, SANDY LIANG, TELFAR, THE BLONDS, WES GORDON, and XIAO LI.**

IMG also announced its lead partners for each event. NYFW: The Shows will be presented by lead partners Lexus, Maybelline New York, TRESemmé, Intel, DHL, and E! Entertainment. MADE will be presented by lead partners Accenture, American Express, Intel, Lexus, Macy’s, and Maybelline New York.

Additionally, IMG unveiled a new brand identity and digital home for its NYFW properties. The brand identity, developed by Mother New York, was created to help the industry more easily identify the shows and activations unique to IMG. MADE will retain its standalone branding under the IMG umbrella.

The new digital home for NYFW: The Shows will be NYFW.com and @NYFW across Instagram, Twitter and Facebook. These digital channels will feature exclusive designer content and social activations throughout the year and align closely with MADE’s [MA.DE](#) and @MADE channels, which will also feature exclusive editorial coverage and content. Additionally, all collections shown at Skylight at Moynihan Station and Skylight Clarkson Sq will be livestreamed on NYFW.com.

For up-to-date schedule and event information, as well as media registration, visit NYFW.com and follow @NYFW @MADE.

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*Note: Italicized designers are district associates, which means they are showing offsite but are still part of the official NYFW: The Shows umbrella.*

### **About IMG**

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world's largest independent producer and distributor of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world's leading entertainment agency, to form WME | IMG.

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