



IMG TO UNVEIL TWO NEW RETAIL POP-UPS DURING NEW YORK FASHION WEEK

The Shop @ New York Fashion Week: The Shows and F.Y.I. @ MADE New York will feature designer collections, bespoke artwork and NYFW partner merchandise

NEW YORK (August 31, 2016) – IMG today announced its plans to introduce two new retail pop-ups during New York Fashion Week this September—a first for the company. **The Shop @ New York Fashion Week: The Shows** and **F.Y.I. @ MADE New York** will feature designer collections, bespoke artwork and exclusive partner merchandise.

“In our ongoing conversations with the fashion industry, we realized there’s a need for easily-accessible, multipurpose spaces that help our designers and partners connect directly with consumers,” said Catherine Bennett, SVP and Managing Director, IMG Fashion Events and Properties. “The Shop and F.Y.I. are purpose built with that need in mind. For designers, it’s a unique approach to retail that will help drive awareness and sales during this key moment on the calendar. For our brand partners, it’s an authentic touch-point that connects them directly with style savvy customers. And for consumers, it’s a chance to experience fashion as an insider; discovering new brands and getting re-acquainted with their favorites.”

The Shop @ NYFW: The Shows

Located at **875 Washington Street**, The Shop will be open Thursday, September 8 through Sunday, September 11. The Shop will sell unique designer jewelry, accessories, and apparel as well as products from NYFW partners including Maybelline New York and Intel. The Shop will also feature bespoke art created by Bradley Theodore and Nick Thomm.

Collections available at The Shop include: ALISON LOU, A PEACE TREATY, EARTH x NICOLE TRUNFIO, FALLON, GEMFIELDSxMUSE, JORDAN ASKILL, LELE SADOUGHI, LIZZIE FORTUNATO, MONOGRAM, SATYA TWENA, SCOSHA, and YLIANA YEPEZ.

The Shop will be presented by partners **Maybelline New York, Intel, Aquafina, Caldrea, Colgate Optic White, DHL, Gemfields, and Papyrus**. Additional participants include Armarium and Russell James.

F.Y.I. @ MADE New York

Located at **449 West 14th Street**, F.Y.I. will be open Monday, September 12 through Wednesday, September 14. F.Y.I. will sell straight-off-the-runway items; highlight merchandise by friends of MADE; and feature a mix of art, video and product from designers showing on the MADE New York footprint.

The following brands will be featured at F.Y.I.: 69, ANDRE JAIPEI LI, BARRAGÁN, CHROMAT, ETIENNE DEROEUX, GHE20G0TH1K, KREWE DU OPTIC, KNOW WAVE, LUAR, MAISON THE FAUX, MISBHV, NYLON, PATRICIA FIELD, PYER MOSS, THE BLONDS, THE SMILE, and TUMBLR.

“F.Y.I. offers the designers we love a new way to reach consumers,” said Barnett Zitron, VP & Managing Director of MADE. “Our designers and brand partners are nontraditional in every sense, and F.Y.I. offers them a home that didn’t previously exist within New York Fashion Week.”



F.Y.I. will be supported by partners **American Express** and **Etihad Airways**. Customers who make a purchase using an American Express® Card will enjoy a free gift while supplies last (Limit one per Card Member), and specialty cocktails will be provided by official airline partner, **Etihad Airways Partners**: Etihad Airways, Air Serbia, Alitalia and Jet Airways, and snack foods will be available for purchase from The Smile Café.

The Shop @ NYFW: The Shows Hours of Operation:

Thurs, Sept 8

12pm to 7pm: The Shop – Opening Day

5pm to 7pm: The Shop – Happy Hour

Friday, Sept 9

12pm to 3pm: The Shop is Open

5pm to 7pm: Intel Private Event

Saturday, Sept 10

12pm to 6pm: The Shop is Open

4pm to 6pm: The Shop – Happy Hour

Sun, Sept 11

12pm to 6pm: The Shop is Open

12pm to 2pm: The Shop – Sunday Sips

F.Y.I. @ MADE New York Hours of Operation:

Monday, Sept 12

12pm to 8pm: F.Y.I. is Open

Tuesday, Sept 13

12pm to 8pm: F.Y.I. is Open

Wednesday, Sept 14

12pm to 8pm: F.Y.I. is Open

The digital homes for NYFW: The Shows and MADE will be nyfw.com and ma.de and @NYFW and @MADE across Instagram, Twitter and Facebook. All platforms will feature exclusive designer content, live streams and archives of designer shows, and social activations during the week and throughout the year.

For information on this season's NYFW: The Shows schedule, visit <http://nyfw.com/>. For information on this season's MADE New York schedule, visit <http://ma.de/>

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