

NEW YORK CITY FASHION WEEK FACTS

New York City. Fashion Capital.

Key Figures

- Citywide, generates \$466M in direct visitor spending per year (\$233M each Fashion Week) leading to \$773M in economic impact per year (\$386M each Fashion Week).

Source: NYCEDC, 2007

- Citywide, attracts approximately 232,000 attendees annually (116,000 each Fashion Week), including fashion designers, media/press, senior executives, buyers, and others.

Source: NYCEDC, 2007

- Draws press delegations from over 30 countries, making it a major international press event for the fashion industry and popular culture.

Source: IMG Fashion, 2008

- Significant contribution to New York City's \$38.6B in annual fashion wholesale sales.

Source: U.S. Census Bureau, 2002; U.S. Bureau of Labor Statistics, 2007



Event Overview

- Citywide fashion event, anchored by Mercedes-Benz Fashion Week at Bryant Park, showcasing the runway collections of many of the top designers.
- Includes over 250 fashion events throughout the City, with about 70 shows taking place at Bryant Park.
- Occurs semiannually every September and February, highlighting fashion trends for the following spring and fall, respectively.
- Kicks off international Fashion Weeks, with London, Milan, and Paris following New York.

Future Shows

- Beginning in September 2009, Fashion Week to commence on the second Thursday of February and September.
- Beginning in September 2010, Mercedes-Benz Fashion Week to move to Damrosch Park at Lincoln Center.

Brief History

- Originally launched in 1943, then called "Press Week," to call attention to the innovative fashion designs originating from the US.
- Its current incarnation began in 1993, when many of the shows that had previously taken place in various locations throughout the City were consolidated into one location at Bryant Park and called "Seventh on Sixth".
- It is now called "Fashion Week" to better reflect the scale and scope of this citywide event.

For more information, visit www.nycedc.com/Fashion or email fashion@nycedc.com.



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