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WOW FASHION WEEK - NEW YORK CITY 2026 UNITES FASHION, CAPITAL, RESILIENCE, ART AND ENTERTAINMENT IN MANHATTAN

City of Stars & The WOW Shows create a new model for Fashion Week where creativity, purpose, private capital and culture converge.

NEW YORK CITY - September 10, 2026 - The runway is only the beginning.

WOW Fashion Week - New York City 2026: City of Stars & The WOW Shows, presented by S.A.F.E. Sports Active Fashion Entertainment Global, brings fashion, private capital, entrepreneurship, wellness, technology, art, entertainment and culture together for an immersive day-to-night experience at The Matriarch in Midtown Manhattan.

More than 400 designers, investors, family offices, founders, executives, artists, creators, celebrities and media representatives are expected to participate in an experience designed to connect culture with commerce and visibility with opportunity.

"Fashion attracts culture. Capital accelerates ideas. Technology changes industries, and entertainment creates attention. When those communities come together intentionally, conversations can become partnerships - and creative visibility can become real opportunity."

- Shawn Kaplan, Founder, S.A.F.E. Global and WOW Fashion Week - New York City

FASHION WITH PURPOSE

WOW NYFW recognizes that fashion is more than clothing. It is a platform for identity, resilience, empowerment, entrepreneurship and transformation - giving designers and creators an opportunity to turn personal experiences into powerful stories that connect with audiences and inspire change.

That philosophy is reflected in the growing movement of purpose-driven fashion, including MeaDea by Theo, a collaboration between Theometrics Global and acclaimed international designer Cristina Zavati. The partnership brings together technology, fashion and storytelling around a narrative of resilience, perseverance and transformation, highlighting the human journey behind creative success.

MeaDea by Theo represents the idea that the most compelling fashion stories are often rooted in the challenges that precede the runway - the obstacles overcome, the courage required to continue and the vision necessary to transform adversity into something meaningful.

A STORY OF HOPE, COURAGE AND PERSEVERANCE

This collection tells a powerful story of hope, courage and perseverance. It brings together two lives from different worlds that followed parallel paths - shaped by poverty, hardship and the determination to dream beyond their circumstances.

Like founder Sam Stathis, Cristina began her journey with very little, quite literally barefoot. This week, that journey comes full circle as she goes from barefoot to Prada.

Her story is more than a personal triumph; it is a symbol of hope for people everywhere. It reminds us that where you begin does not determine where you can go. With heart, soul and tharos - the Greek word for courage - no dream is beyond reach.

That same philosophy comes to life at WOW Fashion Week, where the runway becomes a platform for stories, not simply collections. Designers are presented alongside entrepreneurs, investors, artists, wellness innovators and cultural leaders, creating an environment where the people and purpose behind the brands can be discovered as meaningfully as the designs themselves.

"Every collection has a story behind it. We want WOW to celebrate those stories - the resilience of the designer, the entrepreneur who takes a risk, the artist who continues creating, and the people who turn challenges into opportunities. On September 10, we're bringing those stories together in one room and giving them a stage."

- Shawn Kaplan

WHERE FASHION MEETS CAPITAL

Beginning at 2 p.m., the Atelier Market Bazaar & Clean Beauty Lounge will showcase emerging brands, wellness companies, beauty innovators and founder-led businesses.

At 5 p.m., The Capital Circle | Fashion Edition will bring together family offices, private investors, venture capital and private equity leaders, entrepreneurs and executives for curated networking, founder talks, fireside conversations and discussions surrounding fashion, wellness, longevity, technology, ownership and enterprise value.

The objective is to create meaningful connections: a designer may meet an investor, a founder may find a strategic partner, a brand may connect with a buyer, or an artist may meet a collector.

THE WOW SHOWS: GLOBAL DESIGNERS, ONE STAGE

At 8 p.m., the focus turns to The WOW Shows, an international runway presentation featuring emerging and established designers across swimwear, activewear, resort wear, high fashion, couture and lingerie.

The runway connects designers with buyers, press, investors, creators, influencers, executives and prospective commercial partners.

One stage. Multiple categories. Global talent.

ART, CULTURE AND LIVE EXPERIENCE

Running alongside the fashion and business programming will be a live-art experience curated by internationally recognized New York artist Eddy Bogaert, featuring participating artists, live painting, interactive installations, artist conversations and a live auction.

THE PEOPLE BEHIND THE PLATFORM

WOW Fashion Week - New York City is being developed by Shawn Kaplan, working alongside S.A.F.E. Global partners including Franz Orban and Jeffery Lubin.

Orban brings experience across fashion, luxury, entrepreneurship and creative production, helping shape WOW's international fashion and lifestyle strategy.

"Creative industries have an extraordinary ability to bring influential people together. Our goal is to turn that attention into relationships - and those relationships into meaningful opportunities."

- Franz Orban, S.A.F.E. Global Partner

Jeffery Lubin contributes to the platform's talent, entertainment and cultural ecosystem, helping connect fashion, personalities, creators and commercial opportunities. Together, the team is building a platform where fashion opens the door and relationships create what comes next.

THE HOUSE OF PURE: FASHION AFTER DARK

At 11 p.m., The House of Pure takes WOW NYFW into the early morning with an entertainment experience inspired by Miami, Ibiza and New York. The program features DJs, celebrity talent and a secret musical guest, continuing the WOW journey from runway to nightlife and transforming Fashion Week into a complete cultural experience.

FROM MIDTOWN TO TIMES SQUARE

The WOW experience continues beyond September 10 as S.A.F.E. Global and WOW extend the celebration across New York City during Fashion Week, culminating in a special New York Fashion Week Times Square Finale on Tuesday, September 15, 2026.

The closing celebration will bring designers, models, creators, media, entertainment personalities, industry leaders and fashion-week audiences together in the heart of Times Square, carrying the energy of City of Stars beyond the traditional runway environment.

From Midtown Manhattan to Times Square, WOW creates a continuing Fashion Week journey connecting fashion, capital, art, entertainment, wellness and culture.

A NEW MODEL FOR FASHION WEEK

WOW NYFW is ultimately designed to demonstrate what Fashion Week can become when the runway is treated as the beginning rather than the destination.

Fashion creates attention.

Experience creates connection.

Capital creates opportunity.

Art creates conversation.

Entertainment creates energy.

Technology creates scale.

Purpose creates meaning.

Together, they create an ecosystem.

EVENT DETAILS

WOW Fashion Week - New York City 2026: City of Stars & The WOW Shows

Thursday, September 10, 2026

The Matriarch

512 West 42nd Street

New York, NY 10036

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Presented by: S.A.F.E. Sports Active Fashion Entertainment Global



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