

# ELEVATE YOUR BRAND





# ABOUT

hiTech  
MODA

## 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.

**FEATURING SELECT FASHION BRANDS ON OUR AWARD-WINNING  
RUNWAYS**

Designer Malan  
Breton



# PRESS

Weather Local News FOX 13 Investigates The PLACE Dream Team Positively Utah Your BuTAMHU

Great Salt Lake Collaborative Home Pros Contests All-Star Weekend

## THE PLACE

### Utah designer is taking her creations to the New York Fashion Week runway



Utah green designer is off to New York Fashion Week

By: The PLACE  
Posted at 2:43 PM, Feb 06, 2023 and last updated 6:43 PM, Feb 06, 2023

Utah is making its mark on New York Fashion Week!

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BRITAIN

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY N

## Meet Malan Breton, The Most Influential Designer You've Never Heard Of

Orthodox Jewish model made history at New York Fashion Week

Lily Brasch says her Jewish identity has inspired her; she prioritizes representing disability, pride, and bringing joy to that community, but also remaining truthful to her faith

When disability activist Lily Brasch was asked if she would walk the runway as a model for New York Fashion Week, she didn't know if she would be able to do it.

That's not because she has a rare form of muscular dystrophy, which weakens muscles and limits her ability to walk. Rather, it was unfortunate timing: The show was set for Friday evening when the weekly Jewish holiday of Shabbat begins.

Designers and Models at New York Fashion Week

NEWS PROVIDED BY hiTechMODA LLC February 14, 2023, 15:43 GMT

hiTechMODA is known for its innovative production and staying up with trends

NEW YORK CITY, NEW YORK, AMERICA, February 14, 2023 /EINPresswire.com/ -- From sold-out crowds to a multitude of press & celebrities, hiTechMODA was completely in their element when kicking off their NYFW event with 55 successful runway shows on February 10th & 11th, 2023.

ewsomatics

ring New York Fashion Week

Week for Season 9 at Gotham Hall in the heart of

ry 8, 2023 [EINPresswire.com] -- hiTechMODA is returning ry 10th and 11th. The show take place in the heart of New designers and over 1000 models will showcase on the

Week for Season 9 at Gotham Hall in the heart of

Week for Season 9 at Gotham Hall in the heart of

MODA Productions

Contact  
Jose Laracuente  
hiTechMODA  
+1 347-267-7690  
email us here

More From This Source  
Award Winning hiTechMODA

This Orthodox Jewish model made history at New York Fashion Week

By Anna Simply February 14, 2023 3:25 pm

"It felt really good — it felt freeing," said Brasch, 22, who modeled a gold sari from the brand **Randham**, which specializes in modern South Asian style. "I definitely never thought I would do something like this."

"I prioritize representing disability, and pride, and just bringing joy to that community, but I also prioritize remaining truthful to my faith," Brasch said. "It was great teamwork to get me on the stage and represent disability, and then come right off to go celebrate Shabbat."

When Brasch was 16, she was told she would not be able to walk or lift heavy objects unassisted ever again due to her centronuclear myopathy, a rare form of non-progressive muscular dystrophy. At the time she was disheartened — but she said she used the diagnosis as motivation to "prove barriers are meant to be broken."

Walking in New York Fashion Week — which runs through Wednesday — is the latest in a series of triumphs for Brasch, who moved to New York last August to attend Columbia University. Last March, Brasch climbed Camelback Mountain in Scottsdale, Arizona — a feat that she calls "My Everest." She's also competed in body-building competitions and loves going to the gym.

She also founded the Born to Prove foundation, which promotes disability awareness and breaking barriers.

Alicia Perrillo: Designer, Artist, and Storyteller

ALICIA PERRILLO, DESIGNER, ARTIST, AND STORYTELLER

action designer and artist Alicia Perrillo is finally a storyteller, full of vibrant energy and passion. Her work is a blend of fashion, art, and social activism. She has worked with major brands and is now launching her own line, **Alicia Perrillo**. Her work is a blend of fashion, art, and social activism. She has worked with major brands and is now launching her own line, **Alicia Perrillo**.

NYFW hiTechMODA Season 7 - Réversion - #noapology - Marc Defang New York

NEW YORK, NEW YORK - FEBRUARY 11: Daneka Hill and designer Marc Defang the runway finale at Marc Defang New York during the NYFW hiTechMODA Season 7 Réversion #noapology show at The Edison Ballroom on February 11, 2022, in New York City. (Photo by Slaven Vlasic/Getty Images for NYFW hiTechMODA)

POP CULTURE / CELEBRITY NEWS

### 'Project Runway' Alum Malan Breton Debuts Latest Collection & More Updates [PHOTOS]

By TY GASKINS SEPTEMBER 25, 2024, 8:54AM

"Project Runway" alum Malan Breton presents his Spring 2025 collection. ARJUN NEVADER

"Proiect Runway" alum Malan Breton's latest

ROBOTIC DRESS RUNWAY I

360fashion Network x HiTechModa Fashion Show

September 7, 2019 @ 7:00 pm - 9:00 pm

ILÉ: moda

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Bollywood designer featured in New York Fashion Week

By a Staff Writer February 15, 2022

Bollywood fashion designer Kirti Rathore's collection along with that of Atlanta-based The Tradition-Oitijo, was displayed at New York Fashion Week by more than 50 models.

According to a press release, Rashmi Bedi - Midream Entertainment company, along with New York Top Model Academy, a New York/New Jersey-based Entertainment company, organized the showing

CELEBRITIES FASHION

### NYFW's Top 10 Looks by Designer/Tailor Justin Haynes

By AnnaStark FEB 20, 2022 celebrities, fashion designer, JUS10H, Justin Haynes, top 10, Top 10 Looks

DR Daily Reuters

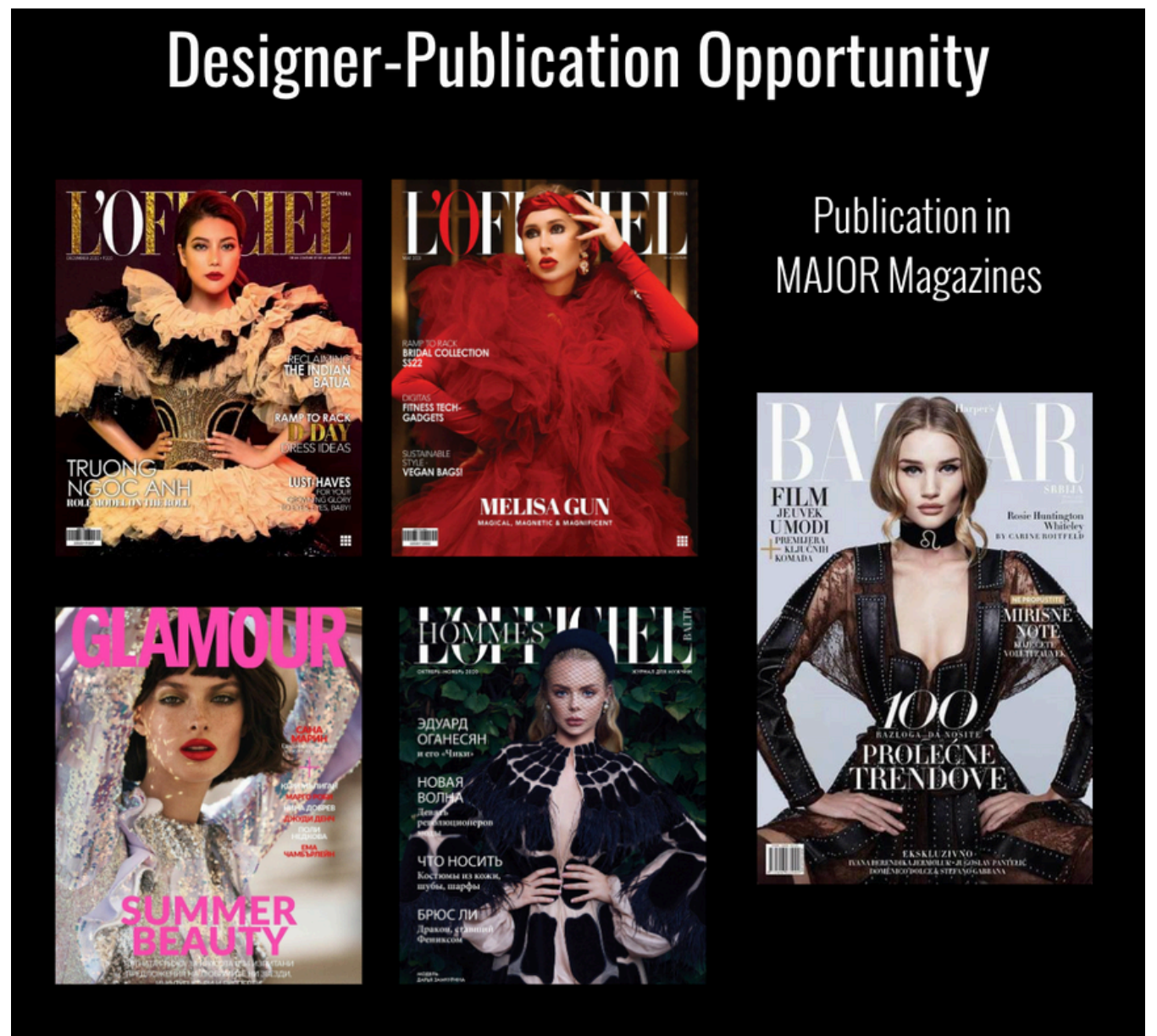
FWO FashionWeekOnline

NYFW hiTechMODA New York Fashion Week Highlights



# High-End Publication

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# NEW YORK FASHION WEEK hiTech MODA

# CELEBRITES & INFLUENCERS ATTENDANCE

**iriannislopez**




501 posts 510K followers 814 following

**Iriannis Lopez**  
Agency @nymmg  
lopeziriannis@gmail.com  
188

iri's close friends - 261 members

**sheynnispalacios\_of**




414 posts 1.7M followers 1,079 following

**Sheynnis Palacios**

Public figure  
Miss Universe 2023  
Miss Nicaragua 2023  
Lic. Comunicación


**missusa**



4,432 posts 649K followers 431 following

**Miss USA**  
Public figure  
Definition of Pageantry  
Miss USA 2023 is @noeliavoigt  
Booking: Talent@themissusa.com


**gabriella\_\_vigorito**



304 posts 69.3K followers 2,617 following

**Gabriella Vigorito**  
CT | NYC  
tiktok: gabriella\_vigorito 540k+  
sMothered Season 5 on @tlc  
Creator of @thediamondcrowncollection...


**claudiabouza**



175 posts 200K followers 1,328 following

**Claudia Bouza**  
Model & Actress from Spain  
Represented by @ipdtalent  
Elite Models


**alansomaximodesign**



1,264 posts 39.7K followers 6,241 following

**Alonso Maximiliano**  
Designer  
Fashion Designer  
whose great passion


**missblertaveseli**



175 posts 1.3M followers

**Blerta Veseli**  
Fashion Model


**simplysashaanne**



2,243 posts 295K followers 3,914 following

**Sasha Anne**


**carolinariamusic**



646 posts 87.5K followers 3,506 following

**Carolina Rial** she/her  
Musician  
biz: crialtalent@gmail.com  
carolinariamusic on tiktok (250k+)  
"Sorry to Little Me" OUT NOW


**maximo**



2,253 posts 1.1M followers 74.4M following

**@maximorivano**

**carolinederpienski**



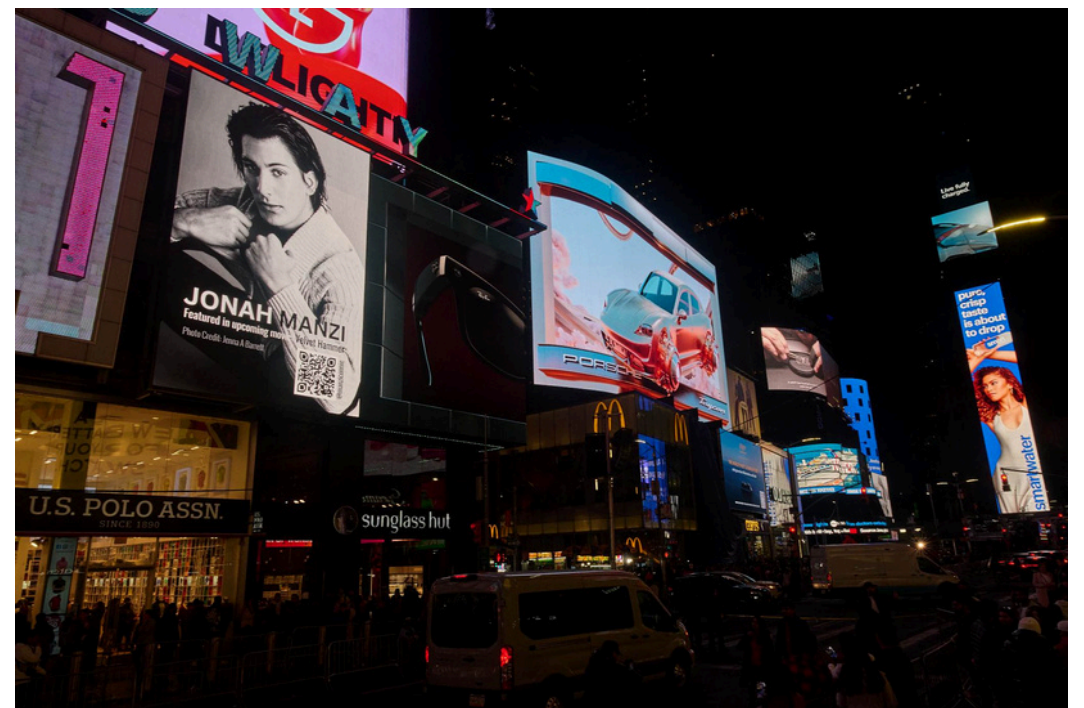
2,913 posts 9M followers 986 following

**CAROLINE MARIA DERPIENSKI** she/her  
Artist  
CELEBRITY MODEL&Influencer



# Billboard Advertising

We provide our clients with Times Square Billboard advertising opportunities NYFW!  
1520 Broadway





# PREMIERE VENUES



Gotham Hall NYC



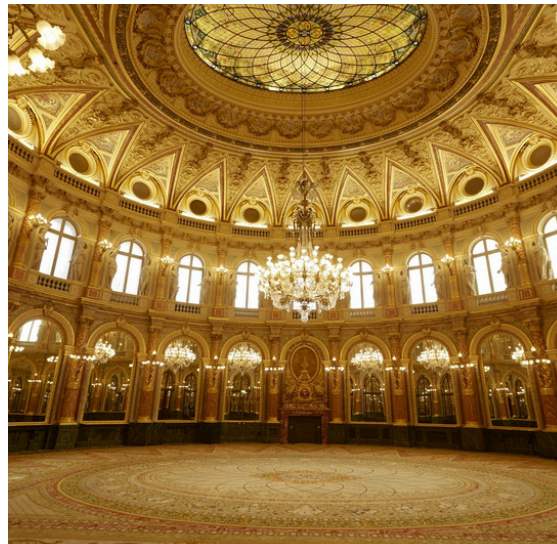
Hard Rock Hotel  
NYC



The Westin Paris  
Vendome



Hotel Edison NYC



InterContinental Le Grand  
Paris



Hôtel Plaza Athénée  
Paris



# hiTech MODA

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

\*\*Unless specifically excluded by mutual agreement

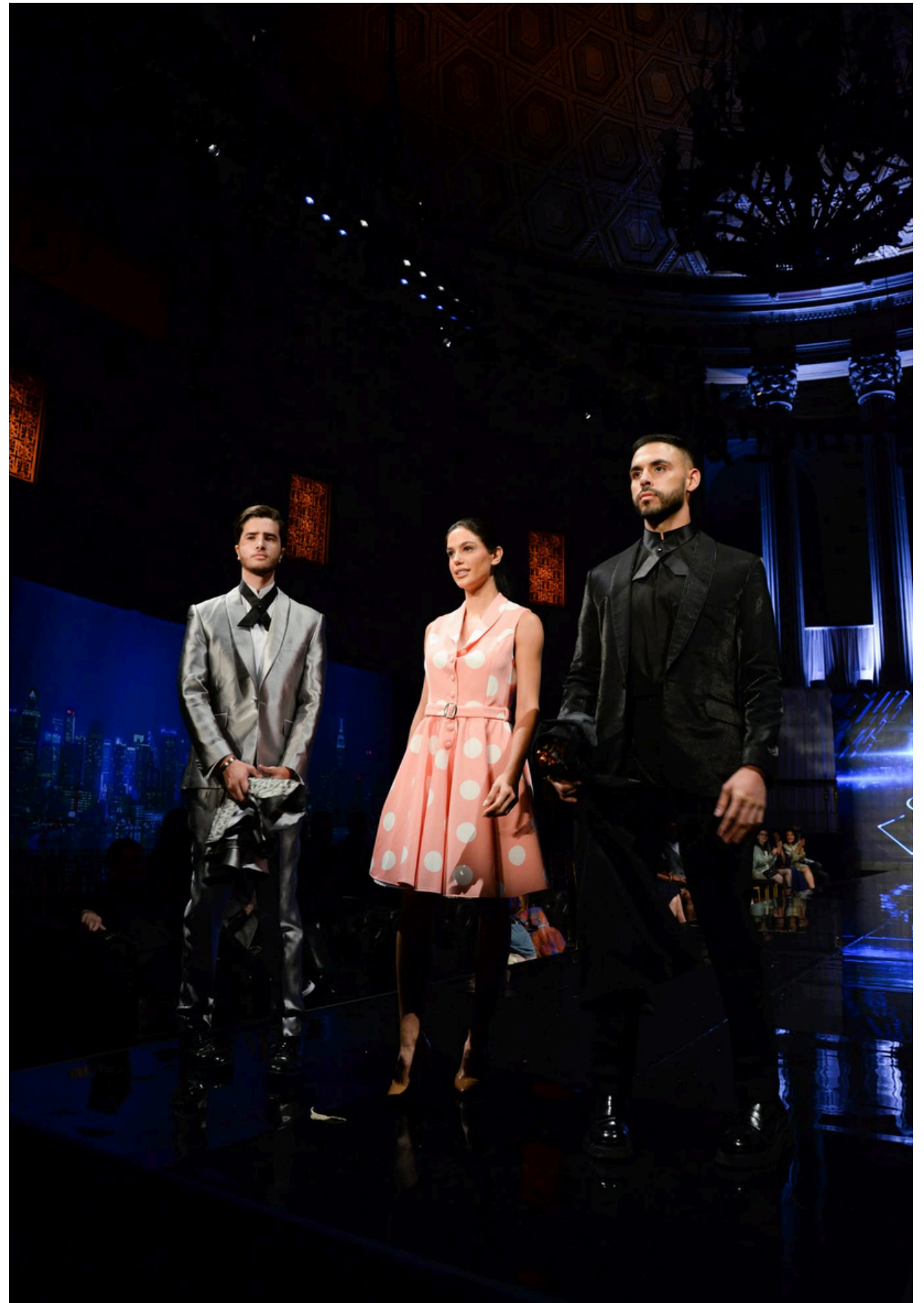
## Optional Services at additional cost:

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

\*If Service is Used

\*\*Enhanced Hair and Makeup

NEW YORK FASHION WEEK





- Runway + Production
  - Stage Lighting
  - Equipped backstage
  - Full backstage management
  - Media Pit (press application required for all photographers and designer invited media)
  - Photography
  - Basic Parisian Runway Style Hair and Makeup
  - Rolling Racks (hangers not included)
  - Inclusion in PR and marketing materials
  - Fashion Week Online Calendar
  - Runway Photos
- 
- Optional Services at additional cost:
  - Fashion Week Online Feature

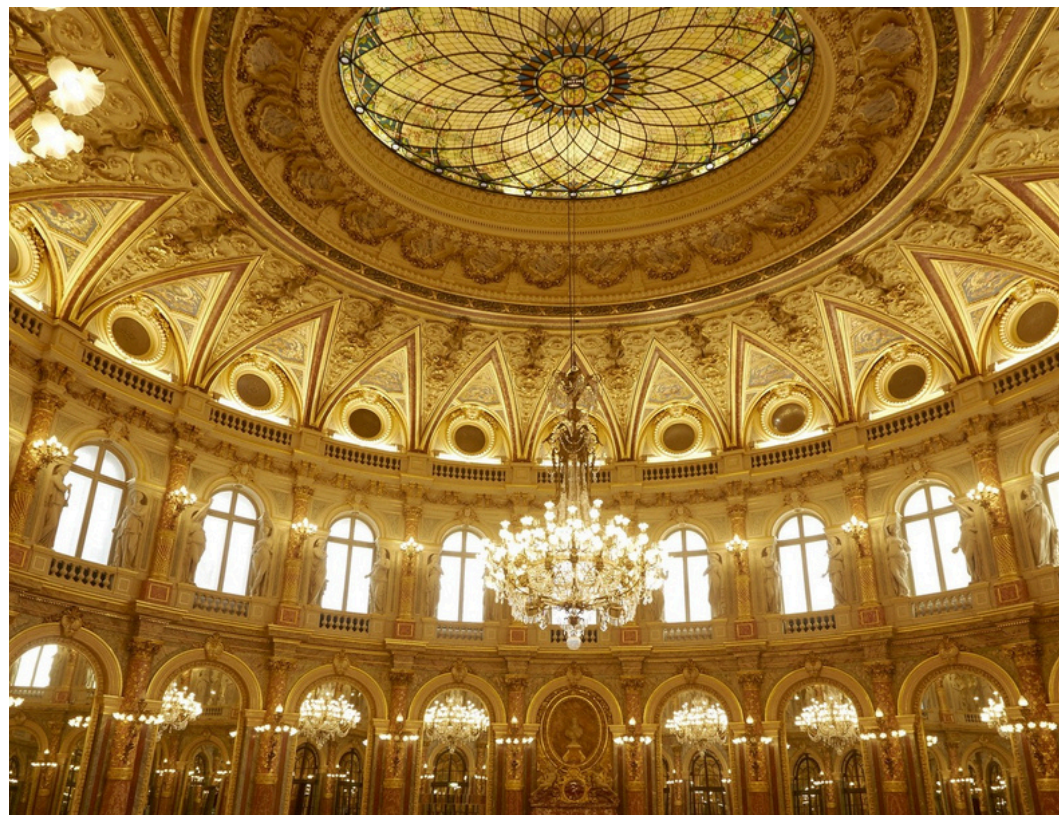
March 8, 2025

PARIS FASHION WEEK



HÔTEL PLAZA ATHÉNÉE  
25 AV. MONTAIGNE,  
75008 PARIS, FRANCE

October 3, 2025







## **PRESS**

hiTechMODA Fashion Productions leverages its PR resources to position our designers for increased exposure. Working with our database of press, as well as our considerable industry contacts, our team works with you to create optimal exposure for your brand, based upon your objectives as a runway designer.

## **GUESTS**

hiTechMODA Fashion Productions provides our designers with a discount code to allow all your business associates, friends, family, and followers to purchase tickets at favorable pricing for your event.





## NEXT STEPS

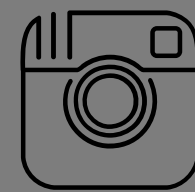
Thank you for your interest in showing with hiTechMODA Productions. Please review the information provided and do not hesitate to call or email us with any questions.

To move forward, if you are a first time designer with hiTechMODA, complete our application online at [www.hiTechMODA.com](http://www.hiTechMODA.com). Upon review of your application, you will be sent an offer to show, with full disclosure of our terms and instructions on the next steps. Repeat designers, contact us via email to [opportunity@hiTechMODA.com](mailto:opportunity@hiTechMODA.com) to request an offer for a specific event or events.





# hiTech MODA<sup>®</sup>



@hiTechMODA

[www.hiTechMODA.com](http://www.hiTechMODA.com)

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