

hiTechModa NYFW Feb 2020 Writeup

February in the northeast is traditionally known as the dead of winter due to the extreme cold weather conditions but there was no snow, and I didn't even need my face mask in the city. I was still bundled up with layers, a scarf, gloves and a heavy jacket over my long sleeve bodysuit and dressy leggings.

HiTech Moda hosted their fashion week shows at National Geographic Encounter in Time Square. <https://natgeoencounter.com/> The building doesn't look that big outside with so many other businesses' right next it but once you get inside, you see a large staircase going upstairs and an escalator going downstairs. I went down the escalator to check-in and was able to experience some of the digital aquarium on the walls as a shark swam by me.

After checking in, I spoke with the various vendors before the fashion show started. There were cool vendors set up outside of the runway room showing off their fashion beauty and health products. Carro had beautiful eye-catching bags that were made of recycled plastic(@Carro_efectos_portantes). Cappaz had cool recycled vegan casual shoes(@Cappaz_). Nutu had powerful Moringa powder to cook with or use in your skin care routine(@nutumoringa).

HiTech Moda celebrates sustainable, emerging, and Indie fashion brands. I'm proud to be part of a positive change in the fashion industry because it is crucial for the human race and animals to thrive in harmony. I started to learn more about sustainable fashion only about two years ago and a year ago I hosted a sustainable fashion panel for brands to talk about why sustainability was important to them. Between interviewing these heart-centered individuals and watching the True Cost on Netflix, I was sold on the sustainability train. We all have buying power and it's important to buy the sustainable fashion items that aren't negatively impacting the human-race. The fashion industry generates 4% of the world's waste annually which is about 92 million tons. (Forbes)

Once I was inside the room of the runway, people were bustling trying to get the best seats available. In this day in age of cell phones, over half the audience was in awe of the designs while snapping photos and recording video. After the last show, everyone was excited to mingle and take photos with the models.

Halfway through the day I worked up a big appetite and went a few doors down to Carmine's(@carminesnyc). This Italian restaurant has the largest family portions I have ever seen in my life! I had Chicken Scaloppine with Lemon & Butter along with Angel Hair and it was delicious. The service was attentive and beautiful. The restaurant was decorated historically in a large space and had an active crowd.

Runway pieces are not always ready to wear clothing. The outrageous fashion trends or statement fashion pieces I kept seeing had a poufy element to them or had quite

different fabrics and patterns put together in one piece. When you see fashion like this it breaks up the show and really gets your creative brain thinking about different elements instead of judging on an entire piece or outfit. You may get inspired with a pattern you saw and create a totally different cut but with the pattern you saw on the runway. Mila Hoffman (@milahoffmancouture) showed this poufy dress that is lavender on the bottom and tangerine on the top giving a sweet and refreshing vibe. Pelush (@pelushnyc) showed this incredible show-stopping long coat that is black and white faux fur with detailed embroidery with a wicked furry hood.

This Fall's fashion includes capes, high thigh cuts in gowns, lots of shiny fabric, bold patterns, and Bohemian looks. The most popular colors I saw were blues, khakis, and reds. Chino' Arte' by Wayne (@chinoartebywayne) showed a cool boy's sport coat with a unique artsy design in black and white. Cerrito de Indios (@cerritodeindios) showed earthy Bohemian looks including one model looking like Nancy Drew on the runway with the brown hat and cape and a high waisted belt. Portia and Scarlett (@portiaandscarlett) showed this beautiful mermaid gown that had the luminous iridescent color. Shiny fabrics are most definitely in style.

My favorite pieces included various looks. Cerrito de Indios (@cerritodeindios) showed this large white sleeved sweater poncho accompanied by blue and white cozy culotte pants. This outfit was the chicest coziest outfit I have seen on the runway. Terani Couture (@Teranicouture) showed this fun female power short suit I could not get enough of; with all the blue sparkles, cut of the sport coat and structured shoulders. Jovani (@jovanifashions) showed a classic Hollywood style black strapless gown that will always be in style because it is a timeless piece. WOKE Creations (@wokecreations) showed red and black checkered yoga pants with a matching crossbody fanny pack and beanie hat. This look is stylish enough to turn heads at the grocery store yet functional to go on a hike.

Each show had different types of models from ethnicities to height to age. Everyone in the audience could relate to at least one model on the runway and picture who could pull off each look.

I brought a portable phone battery, which is important when taking multiple photos and videos. Cell phones and cameras die much quicker when you are using them a lot. I brought a hat, gloves, and face mask to tolerate the brisk air during Winter in NY, but I did not need the face mask this time. I brought a larger bag with a long strap to fit all my products in along with items that were given to me at the show. A bag with a long strap is key so you have your hands free for whatever you get into.

I felt happy I was a part of a show that genuinely wants to positively change the fashion industry.

Fashion Show Hosted By: <https://www.hitechmoda.com/>

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