

# Malena Belafonte Creates Magic during New York Fashion Week with a New Kind of Fashion Show Format

*The Journey Fashion Festival puts on a spectacular show closing out NYFW with a night to remember filled with aerial artists, dancers, models and even a Pharaoh.*

NEW YORK , NY, USA, September 22, 2018 /EINPresswire.com/ -- NEW YORK CITY, NEW YORK, USA, September 17, 2018 /EINPresswire.com/ -- [The Journey Fashion Festival](#) put on a spectacular show going beyond the usual constraint of New York Fashion Week with an experience that had the audience as well as photographers on the risers visibly excited. The show played with every emotion, from suspense to tears, to excitement and laughter. This was a fashion show like no other. The show took place at Peter Norton Symphony Space, in the renowned Peter Jay Sharp Theatre on Broadway, seating over 700 guests, featuring aerial artists, international designers, models, performers, Alvin Ailey Dancers, sponsors, and global brands from countries worldwide, promoting the message that "inclusion" is the way forward.



Designer Maryam Al-Bouanin @The Journey Fashion Festival

"In a world of unrest and uncertainty, the need to stand together and create a world of inclusion and diversity has never been more prevalent. The Journey Fashion Festival's mission is to make brands from around the world accessible to all, being inclusive, creating opportunities outside of the normal fashion realm, and produce entertaining shows with a large appeal. Using my proprietary show format and a cooperative vibe, brands show their individual collections while being part of a larger vision interacting on a global level that transcends Fashion Week," says [Malena Belafonte](#), the founder and creative director of The Journey Fashion Festival. "The show concept is something I came up with years ago, and only launched once I felt the fashion industry was ready to embrace it. Multiple designers show their newest collections in a collaborative yet individual format while incorporating some of the most sought after dancers, singers, performers, and cirque artists in an entertaining and creatively curated performance geared for both the runway and the stage. I wanted to showcase all sorts of fashion including children's fashion which Maryam Al-Bouanin represented with such a fantastic collection. Where else can a designer of exclusive and fabulous sunglasses like YEROC by Corey Woods incorporate a drawbridge, the pyramids, 80 models in chains only to upstage them all by entering as a pharaoh and twirl the entire length of our 80 foot runway," says Malena Belafonte.

Designers YEROC by Corey Woods, Henry Picado Men, Este & Chlo, Egami Collection, Minan Wong, Maryam Al-Bouanin, Helen Sanchez, Layer 8, GatitoSucio and others showed their newest collections. Cirque artist Kris Olness created a suspenseful opening, National Dance Institute featured a pas de deux by Sarafina Belafonte and Jonathan Rosario choreographed by Christopher D'amboise, Alvin Ailey dancer Hannah Richardson put on an amazing performance, and Malena Belafonte wooed the audience with a sexy opening act while focus was put on the importance of getting checked for breast cancer through the brand Got Checked. Hair and Make up was created by Marcello Costa. Designers, brands, and sponsors came from countries around the world such as Qatar, Brazil, Costa Rica, Italy, Norway, China, Denmark, Colombia, Botswana, Liberia, UK, USA, and Barbados to name a few.

Guests included press, photographers, VIPs, editors, buyers, influencers, and other fashion insiders. VIPs were treated to make-up and hair by Marcello Costa, cupcakes by Yolanda's Sweets, cocktails by Bar Talia, gifts by Madame Paulette and others, while roaming around the brand lounges. Sponsors included The Alex Salem Team, Douglas Elliman, Wells Fargo, Mercedes Club, Sennheiser, CPW Vein & Aesthetic Center, Marcello Costa, and more.

Michelle Zemi  
Pink Pirate Agency  
9179922440  
email us here



Designer Minan Wong @The Journey Fashion Festival



Designer Corey Woods @The Journey Fashion Festival, Photographer Dennis Madigan

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