



# FASHINNOVATION: Where Fashion & Technology Connect

*Fashion & Tech Event During NYFW Turns into an International Multi-Media Platform*

NEW YORK, NY, UNITED STATES, September 24, 2018 /EINPresswire.com/ -- On September 12th, 2018, FASHINNOVATION successfully launched during New York Fashion Week – hundreds of people (via live streaming and present) had the chance to listen in on panel discussions by speakers which included: NASA, FIT, IBM, Ryan Leslie, Arwa Alammari – Ambassador of the Arab Fashion Council, David Meltzer (host of the start-up pitch competition), VP of the State of New York, Liz Bacelar (founder of Decoded Fashion), Timo Weiland, Katherine Keating and Oskar Metsavaht of Osklen. A fashion installation was presented by Layana Aguilar (Project Runway designer). Performances by Heather LaRose and Ezinma (Lil Ezi) – violinist for Beyonce – entertained the guests. A piece of art was created throughout the event by street artist/creative director Jason Naylor – in which proceeds (through a current online



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*Marcelo Guimaraes*

auction), will be donated to Open Style Lab. The event connected the fashion, technology & entertainment industries through thought provoking conversations, thus inspiring the entrepreneurial mindset.

FASHINNOVATION when founded by husband/wife – Marcelo & Jordana Guimaraes - was originally put together as an event: an idea which started in June of 2018. Throughout the planning & execution with a simple email speaking of the concept, they garnered the attention of C levels of many organizations, including: Samsung, Diane Von Furstenberg, Fergie, Louis Vuitton, Google and CFDA. In just a month's time, this dynamic duo brought on board over 30 speakers as confirmed participants.

"It was then that we realized that FASHINNOVATION was not just a once off event, however, a business. Through positive responses to our emails, we saw that there was an empty void that needed to be filled - which was the connectivity through simple conversation of entrepreneurs and start-ups in the two worlds: fashion & technology. New York Fashion Week is an iconic time internationally, where you get to see the aesthetics behind the collections on the runway. However, understanding the WHY/HOW is just as relevant" said founder Marcelo Guimaraes.

FASHINNOVATION is now on the way to becoming an International multimedia fashion-tech platform, in which the conversations that took place at the launch and events to follow, continue - via video content, podcast, blogs, etc.

"Technology is changing fashion through innovation. From how clothes are used, to how they are made, computing power is reshaping the industry - AI technology, NASA inspired textiles, GOOGLE engineered jackets, sustainable materials, etc. FASHINNOVATION will be facilitating conversations between fashion & technology through cutting edge content, so that we keep evolving" says Co-Founder Jordana Guimaraes.

Stay tuned as on February 15th, 2019 – during New York Fashion Week - the 2nd edition of

FASHINNOVATION will be held - with a new & exciting roster of speakers. FASHINNOVATION is here to make an impact in the fashion and technology industries, while inspiring the entrepreneurial mindset. To be a part of the movement, visit [www.fashinnovation.nyc](http://www.fashinnovation.nyc) or contact us at [info@fashinnovation.nyc](mailto:info@fashinnovation.nyc).

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#### ABOUT THE FASHINNOVATION LAUNCH:

SPONSORED BY: PIVOTIS, ELYSIAIS, JJ Invest, The Model Experience, ClearSale, PENDULUX, DIGIFAIR 365, Helen Mills, Vernon Grille, Boxed Water, KIND, 16 Handles, AMIKA, Eliya King Coconut Water, STORM Security, VIRA LATA Video Production, PILDORA , Alter New Media, W Times Square, SEDI, Ah So Wines & MoveEdu Group.

SHOWCASED AS VENDORS: The Private Apple, HMETE, Danny Bastos, HICKIES and Niki Srinivasa.

ABOUT JJ Invest: Consulting firm specializing in financial transactions, with over 600 clients in Latin America. CEO & Founder – Jonas Jaimovick.

ABOUT DIGIFAIR 365: An Israeli fashion-tech company, aiming to save time and cost, on materials and fabric sourcing space.

ABOUT CLEARSALE: Global pioneer and proven leader in fraud protection solutions – enabling merchants to accept more orders and increase their revenue.

ABOUT ELYSIAIS: Responsible for branding/design of FASHINNOVATION as well as creators of various apps & innovations in technology – creative vision led by Umakant Jani.

ABOUT STORM Security: Responsible for LIVE streaming at the launch of FASHINNOVATION.

ABOUT VIRA LATA: Responsible for video creation/vision & content at FASHINNOVATION.

ABOUT VERNON GRILLE: Authentic Greek cuisine/restaurant, based in Long Island City, NY. Sponsored the lunch at the launch of FASHINNOVATION.

ABOUT ALTER NEW MEDIA: Responsible for all social media strategy (grow following/content) for FASHINNOVATION.

ABOUT THE MODEL EXPERIENCE: Cutting edge model coaching – based out of Los Angeles, CA.

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