

Award Winning hiTechMODA Season 7 Dominates Independent Fashion Shows During New York Fashion Week

A runway provided photographers full access to include access next to the stage; another runway within 1 hour the photos of the models where on a TS Billboard.

NEW YORK, NEW YORK, UNITED STATES OF AMERICA , February 16, 2022 /EINPresswire.com/ -- Award-winning hiTechMODA Fashion Events produced yet another stellar production, February 11 & 12, 2022, at the iconic Edison Ballroom located in Times Square. Rich in history, textures, and the energy of past performances by legendary icons Bob Dylan, Van Morrison, and Rod Stewart, the atmosphere created an unforgettable experience for their sponsors, designers, models, buyers, influencers, and fashion lovers.

"New York City is personally and professionally important to me. I love the people, and I become artistically charged when preparing and producing during NYFW. My mother was a native New Yorker, my daughter Paige is a professional model, living and working in New York, and I have friends who live in the city or the state; NYC is in my DNA. hiTechMODA has a continuing solid reputation as an honest, hardworking production, creating a high-profile platform for designers and models to showcase their collections. I am always looking for new ways to highlight my sponsors, designers, and models," says Producer PS Privette. "We are moving ahead of other production houses, and the company is scaling to even more cities. What sets us apart from others is our personal and professional commitment to the success of our designers, models, and sponsors".

This season, hiTechMODA hosted an Industry Only runway show that created quite a buzz. Photographers had full access to the venue, allowing them to capture backstage production as well as upstage capturing an intimate view of the models. At the same time, twelve selected models wearing designs by Claudia Gutierrez took the runway, moving so close they could



NYFW hiTechMODA Designer
Wajahat Mirza

almost "touch" the photographers positioned nearby. "I took inspiration from a Chanel Fashion Show in Paris," says Privette. The photographers loved the concept. The comments were, "that was better than Miami Swim Week... I have never seen anything like that... that was amazing; will you do it again?" "No," I said, but I am sure someone will copy it for next season." We also made history, the models photos off the runway were loaded onto a Times Square Billboard within 3 hour after the models left the runway.

The event hosted their signature 2-hour open bar with top-shelf liquor, beer, & wine. Passed wine, sparkling water, hot and cold hors d'oeuvres & desserts handcrafted by Celebrity Chef Mina Newman with a performance by Jackie Schiffer on the main runway while the guests overlooked the mezzanine.

Thank you to our Sponsors:

[R Squared Studios](http://www.rsquaredcle.com)
www.rsquaredcle.com

[American Title Trust](http://www.amtitletrust.com)
www.amtitletrust.com

Marc Defang New York
www.marcdefang.com

[Forevermore Wedding Showcase](http://www.forevermoreweddingshowcase.com)
www.forevermoreweddingshowcase.com

New York Makeup Academy
www.thenewyorkmakeupacademy.com

Super Coffee
<https://drinksupercoffee.com>

E'thel Vodka
<https://ethal56.com>

Connections Corporation
www.connectionscorporation.com

Our designers:

Friday, February 11, 2022

12:00 – 1:00

Nita Belle's Closet
Cleopatra Model Agency presents Active Kids
Steadfast Boutique
Yesi Rose Fashion

2:00
The Industry Show
R Squared
Claudia Gutierrez

4:00
Glamour Girl Boutique
Disha Closet
STL Swim
Le Money
MUSA Fabrics by Joy Soo

5:30 Couture
Marc Defang NYC
Jhony Caldron
Gigi Carnett Designer
ONYX by Justin Haynes
WM Bespoke
Wajahat Mirza

Saturday, February 12, 2022
9:30
Maverick Beauty and Designs
Glam2Glo Designs
Rojen NYC Pina Couture
Kayzie Couture

11:30
Eiffel Bleu Boutique
AL+LU
Rojen NYC
The Traditional Oitijhyo

1:30 Marc Defang Private Show

4:30
STL Fashion
Norman Nazario

Prashant Goyal Couture
Young Gods
Kirta Ratone

6:30 Marc Defang Private Show

About hiTechMODA Event Productions

Our mission is designing opportunities and everything we do has this in mind. We specialize in providing avenues for established, emerging, new-to-market designers; providing a high profile up and coming and aspiring models of all ages, shapes, and sizes, photographers, and videographers.

www.hitechmoda.com

Liz Sollazzo
hiTechMODA PR
+1 845-797-0153
opportunity@hitechmoda.com
Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/563306295>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.