

# Lingerie Brand Adore Me Announces Their Second New York Fashion Week Runway Show

*Adore Me emphasizes that everyone is welcome to join the brand's catwalk livestream—customers, friends, teammates, influencers, and more.*

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/EINPresswire.com/ -- [Adore Me](#), known for being the first [lingerie](#) brand to bring extended sizing across all categories, is hosting their own [New York Fashion Week](#) runway show &

catwalk for the second year in a row, produced by Planet Fashion. Featuring new styles from their Valentine's Day and Bridal collections, as well as upcoming styles with a Y2K-inspired twist, Adore Me will be hitting the runway at NYFW on February 10.

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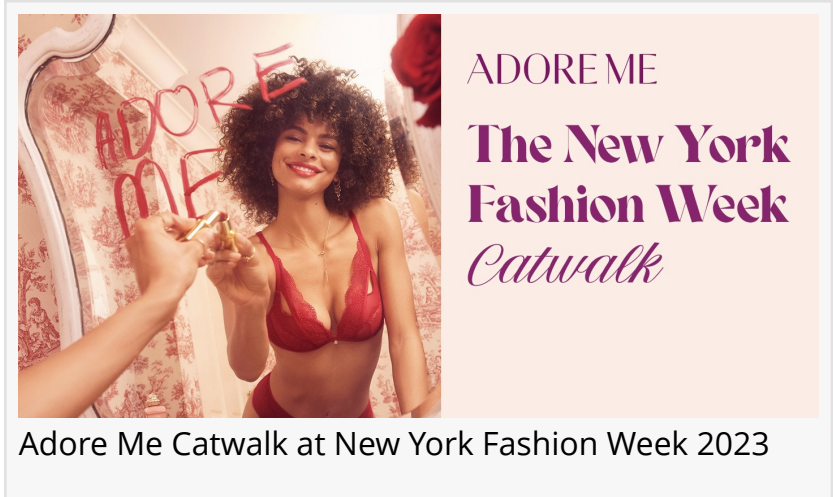
Our goal with Adore Me's New York Fashion Week catwalk is to create an experience where anyone and everyone is welcome to both watch the show and to enjoy Adore Me products.”

*Chloe Chanudet, Chief Marketing Officer at Adore Me*

“Our goal with Adore Me's New York Fashion Week catwalk is to create an experience where anyone and everyone is welcome to both watch the show and to enjoy Adore Me products. We'll be leveraging technology and livestream solutions to make sure every customer has an option to tune in—no matter where they're located. It really is an open invitation,” said Chloe Chanudet, Chief Marketing Officer at Adore Me. “This notion of inclusivity will also be reflected not only in our lingerie, but in our diverse group of models that represent all sizes, backgrounds, colors, and body types.” Having been committed to finding new talent

in unconventional ways, a portion of Adore Me's runway models are lesser-known micro-influencers discovered through Adore Me's homegrown Creators Platform: an in-house consumer-grade software product designed to give everyday people an opportunity to publicly promote products they love.

Knowing that their customer base is geographically distributed across the nation, Adore Me is making their NYFW catwalk even more accessible by live streaming the event on [AdoreMe.com](#).



In collaboration with Caast.TV, Adore Me customers will not only be able to watch the catwalk from anywhere in the country, but they'll also be able to shop the styles featured on the runway without even leaving the live broadcast.

### About Adore Me

Founded in 2011 as a disruptive online lingerie startup, Adore Me has evolved into a DTC womenswear brand that serves women of all sizes and budgets. The company is transforming the way people shop with a pioneering try-at-home commerce service that features a variety of apparel categories including and outside of lingerie. As an innovation-driven team, Adore Me is revolutionizing affordable sustainability through cutting-edge technologies and advanced innovations at affordable price points.

Connect with Adore Me on Facebook, Twitter, Instagram, and LinkedIn.

### About Caast.TV

Caast.TV is committed to providing top-of-the-line Live Commerce experiences for brands, e-commerce sites, and marketplaces. The software development company integrates plug-and-play cloud solutions with livestreams and shoppable videos to optimize conversion and engagement rates.

Connect with Caast.TV on LinkedIn.

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Adore Me at New York Fashion Week 2022

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