

# Prince Mario-Max Schaumburg-Lippe becomes Royal Fashion Icon on Times Square Billboard in NYC for NYFW Sept 6-7th 2024

*His Highness Dr. Prince Mario-Max Schaumburg-Lippe becomes Royal Fashion Icon on Times Square Billboard in New York City for Fashion Week on Sept 6-7th 2024*

LOS ANGELES, CALIFORNIA, USA, March 21, 2024 /EINPresswire.com/ -- Fashion-CEO [Prashant Goyal](#), Heritage NYFW President and Producer selected His Highness Dr. [Prince Mario-Max Schaumburg-Lippe](#) for his Times Square Video Billboard in New York City promoting his fashion week from Sept 6 -7th 2024.

"We are honored to have His Highness Prince Mario-Max Schaumburg-Lippe as a face for our international NYFW production"— CEO Prashant Goyal

Prince Mario-Max Schaumburg-Lippe, the Royal Fashion icon has been placed on a Video Billboard for the upcoming Heritage Fashion Week on September 6th to 7th 2024. CEO and Founder Prashant Goyal of Heritage India Fashion Group adds: "We are honored to have His Highness Prince Mario-Max Schaumburg-Lippe as a face for our international NYFW production, and love to work with him and his family I have known for a long time. Prince Waldemar his father and Princess Antonia his mother are the manifestation of style and class and H.H. Dr. Prince Mario-Max Schaumburg-Lippe is the perfect testimonial for our billboard campaign and fashion week.

His Highness Dr. Mag. PRINCE MARIO-MAX SCHAUMBURG-LIPPE of Germany, MAS, LL.M is an Award winning Actor, TV-Host, Bertelsmann Randomhouse Author, Public Speaker and Cover-Model. He is known as radio voice and Audio Book narrator. Prince Mario-Max is the son of H.H. Prince Waldemar and H.H. Dr. Princess Antonia Schaumburg-Lippe, being descendends from the Royal Danish Nachod Line of The Princely House of Schaumburg-Lippe, Founding Family of Hamburg, Lübeck and Kiel in Germany. (Not affiliated with the Alexander Schaumburg-Lippe line



Prince Mario-Max Schaumburg-Lippe Billboard

in Germany).

Prince Mario-Max adds Fashion weeks, with their dazzling runways, cutting-edge designs, and glamorous celebrities, are often perceived as frivolous spectacles. However, beneath the glitz and glamour lies a powerful force that shapes the global fashion landscape. Let's delve into the multifaceted benefits of fashion weeks:

#### A. Forecasting Trends and Defining Style

Fashion weeks serve as a crystal ball for the upcoming seasons. They present a curated vision of colors, silhouettes, textures, and themes that will soon dominate wardrobes and influence street styles worldwide. This insight is invaluable to designers, retailers, and fashion enthusiasts, allowing them to stay ahead of the curve.

#### B. A Platform for Emerging Talent

One of the most exciting aspects of fashion weeks is the discovery of new designers. These events provide a stage for rising stars to debut their collections, gaining exposure and recognition within the industry. This infusion of fresh perspectives and ideas keeps the fashion scene dynamic and prevents stagnation.

“

We are honored to showcase Prince Mario-Max Schaumburg-Lippe on our billboard for my fashion week on April 6th and 7th of 2024”

*Fashion CEO Prashant Goyal*

and enhance a brand's overall reputation.

#### D. Stimulating Economic Activity

Fashion weeks are not only cultural events but also significant economic drivers. They attract a global audience of buyers, journalists, celebrities, and influencers to host cities. This influx of visitors generates revenue for hotels, restaurants, transportation services, and local businesses.



Prince Mario-Max Schaumburg-Lippe  
Billboard NYC

#### C. Driving Brand Awareness and Prestige

For established fashion houses, fashion weeks are essential for maintaining brand relevance and desirability. Showcasing collections during these prestigious events reinforces a brand's image, vision, and its position within the competitive fashion landscape. Positive media coverage and industry buzz help attract new customers

Moreover, the orders placed by buyers during fashion weeks contribute directly to the fashion industry's financial health.

### E. Fueling Creativity and Innovation

The competitive nature of fashion weeks pushes designers to stretch their creative boundaries. The desire to present groundbreaking and memorable collections often leads to experimentation with new materials, techniques, and concepts. This relentless pursuit of innovation drives the evolution of fashion and keeps the industry vibrant.

### F. Networking and Collaboration Hub

Fashion weeks function as bustling networking hubs where designers, models, buyers, stylists, editors, and industry players connect. These interactions foster new collaborations, partnerships, and business opportunities, facilitating the exchange of ideas and fueling growth within the fashion sector.

### G. Inspiration for the Masses

While the runway shows themselves may be exclusive, the coverage of fashion weeks extends far and wide. Images and videos are widely disseminated through traditional media and social media platforms, inspiring consumers and sparking their interest in fashion. This exposure can lead to greater appreciation for design and encourage people to express themselves through their personal style choices.

Prince Mario-Max and Prashant Goyal conclude:

"Fashion weeks are far more than extravagant shows. They are catalysts for trendsetting, talent discovery, brand development, economic growth, creative expression, and widespread inspiration. As the industry evolves, fashion weeks will undoubtedly adapt, but their role in shaping the



Prince Mario-Max Schaumburg-Lippe  
Billboard Times Square



Prince Mario-Max Schaumburg-Lippe  
Billboard Times Square NYC

ever-changing world of fashion will remain steadfast."

Dr. Princess [Antonia Prinzessin zu Schaumburg-Lippe](#) is an investigative journalist, news anchor and radio host who participated in the Reporter Forum. She is the mother of H.H. Dr. Prince Mario-Max Schaumburg-Lippe. Prince Waldemar zu Schaumburg-Lippe is a German Royal, Prince and father of H.H. Dr. Prince Mario-Max Schaumburg-Lippe

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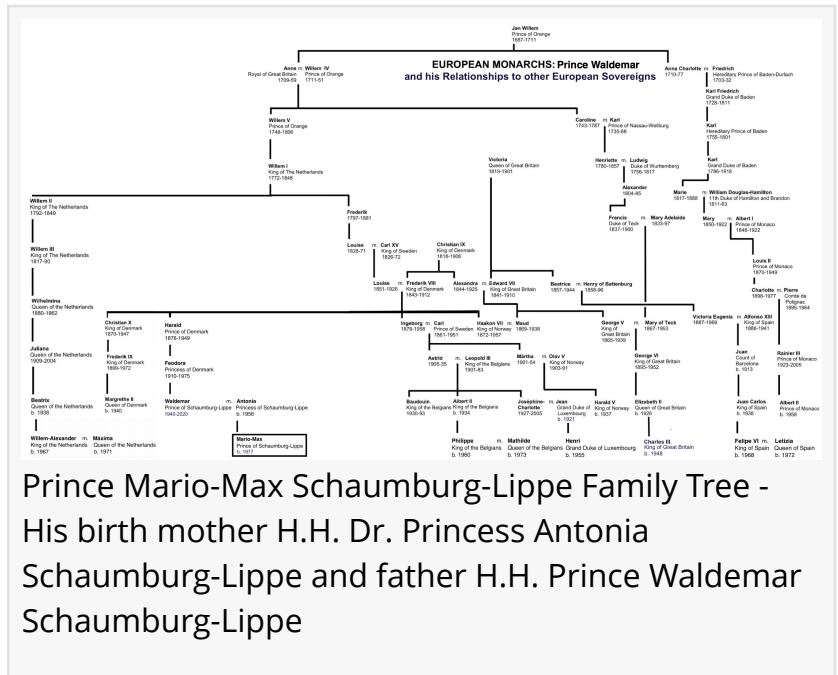
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Prince Mario-Max Schaumburg-Lippe Family Tree - His birth mother H.H. Dr. Princess Antonia Schaumburg-Lippe and father H.H. Prince Waldemar Schaumburg-Lippe

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