Lights, Camera, Catwalk: hiTechMODA Returns to New York Fashion Week

Pamela Privette's Fashion Production Powerhouse Returns to the Edison Ballroom with Designers and Runway Talent from around the World

hiTechMODA Logo



NYFW Schedule (Photo Credit: hiTechMODA)

NEW YORK, NY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- The lights are going up, the cameras are getting ready and the catwalk is calling as hiTechMODA Productions returns to New York Fashion Week for two days of runway fashion, international designers and emerging talent on Friday, September 11th, and Saturday, September 12th, 2026, at the Edison Ballroom, in the heart of Times Square.

Led by founder and executive producer Pamela Privette, hiTechMODA has built its reputation on creating a high-profile runway where established names share the spotlight with emerging and independent designers. The 2026 New York Fashion Week production continues that mission, bringing together designers and runway talent from around the world for a packed schedule of nine fashion presentations over two days.

The international lineup currently includes Marc Defang showcasing on 10 runways creating a superunway dynamic, BEYOU BY SUSHMITA, Glamour Girl Boutique, Stacey Mitchell Designs, Mitch Desunia and Anagiamx, along with Kat Couture, Enhle Babes Couture, RasaNari, House of STL, Madame VIP, Shrijilmist and Paaie, with featuring Alonso Maximo Couture and Special Guest CFDA Designer Justin Haynes, additional designers expected to be announced. The presentations will showcase the breadth of hiTechMODA's international fashion community, with talent representing regions including North and South America, Asia, Europe, Africa and the Pacific Rim.

"hiTechMODA has always been about opening the runway to extraordinary creative talent and

giving designers the opportunity to be seen on a New York Fashion Week stage. My designers are the best in the industry, and my lineup shows their power and presence in the independent industry." said Pamela Privette, founder and executive producer of hiTechMODA Productions. "This September, we are bringing that philosophy back to the Edison Ballroom with an exciting international group of designers and models. New York is where fashion, creativity and ambition come together, and we are thrilled to be part of that energy once again. New York Fashion Week is about the art of fashion and nothing else."

NEW YORK FASHION WEEK SCHEDULE (Not in Showcase Order)

Friday, September 11th, 2026
4:30 pm – Marc Defang, Rollog Fashion, House of STL, Stacey Mitchell Designs
6:30 pm – Marc Defang Kids, BEYOU by Sushmita, Glamour Girl Boutique, Mitch Desunia, Anagiamx
8:30 pm – Marc Defang, Alonso Maximo Couture, Paaie, Guest Designer Jusioh, 12:48 Custom Clothiers

Saturday, September 12th, 2026
10:00 am – Marc Defang Kids, Enhle Babes Couture, Kat Couture
Noon – Marc Defang, Glam Fusionthreads, Marisol Miranda, Toshimi Pacumbala, House of STL
1:15pm – Private Show featuring Steadfast Creative Arts Production LLC
2:30 pm – Private Show featuring Wow Wear
4:30 pm – Marc Defang, Million Dollar Diamond, Rollog Fashion, Queen's Crown Box & Queen's Crown Magnet, ASHLEY Lauren, Paaie
6:30 pm – Marc Defang, AGNIVO, SCI PH, Rasanari, Bibiane New York, Paaie, Alyssa Casa Couture
8:00 pm – Marc Defang, RasaNari, Madame VIP, Shrijilmist, Paaie
All runway presentations will take place at the Edison Ballroom, 240 West 47th Street, New York, NY 10036. The weekend will also include a New York Fashion Week fashion pop-up at the Hotel Edison directly next to the ballroom where the shows are taking place, extending the hiTechMODA experience beyond the runway.

The two-day event builds on hiTechMODA's long standing mission of providing designers at every stage of their careers with an opportunity to present their work on a high-profile international platform. Last year's New York Fashion Week production similarly brought together couture, pageant wear, evening gowns and ready to wear collections from designers representing multiple countries and cultures.

For Tickets and further information, please visit: https://bit.ly/46IIlEF About hiTechMODA Productions:

hiTechMODA Productions is an award-winning production company that produces world-class fashion events with a focus on technology, sustainability, and inclusivity. By offering designers of

all levels an opportunity to showcase their work on a high-profile stage, hiTechMODA is setting the new standard for modern fashion showcases. For more information, please visit www.hitechmoda.com

IG: @hiTechMODA | FB: hitechmoda | X / T: @HitechModa | Y: @hitechmoda

Norah Lawlor
Lawlor Media Group, Inc.
+1 212-967-6900
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