

Newdeyork Raises Awareness for Equality Through Clothing Design Series

Newdeyork clothing brand raises awareness for equality by focusing their newest campaign on the non-binary community in today's world. They will release one avatar's story every week over the course of five weeks in a campaign called 'They Series.'



New York City, New York Nov 12, 2021 (Issuewire.com) - Their campaign called 'They Series' showcases five non-binary avatars named Nellie, Darby, Yoltzin, Trinity, and Orion. Newdeyork will reveal one avatar per week through the five-week campaign, and their stories will be represented

through digital assets. The stories are written by NYC LGBTQ+ novelist and writer Jeremy Taylor (IG @jeremy.taylor.ny). *“This creative campaign will raise awareness for the LGBTQ+ community, promote equality, and bring engagement to the topic of the gender spectrum,”* said a Newdeyork representative. All proceeds from this campaign will be donated to the non-profit LGBTQ+ organization Transgender Legal Defense & Education Fund (TLDEF).

The campaign is using storytelling for each avatar to make them and their stories relatable, while speaking people’s truths. This campaign aims to engage all communities on social media while raising money to show support. The Newdeyork teams are designers and business professionals who have a strong interest in entrepreneurship, design, and supporting the local community. They are a team of advocates who are using their platform for good.

The Newdeyork designer team chose four T-shirt colors, which are of the non-binary flag; yellow, white, purple, & black. There will be a range of avatar colors and t-shirts to choose from. *“The Newdeyork t-shirt designs represent ‘Not He, Not She, Just Me’, and the non-binary flag colors represent how non-binary can even be genderfluid, genderqueer, agender, or bigender. Starting on November 15, 2021, you can find week one’s avatar, Nellie, and purchase Newdeyork clothing collection at its Etsy store <https://www.etsy.com/shop/Newdeyork>,”* said a Newdeyork representative.

About Newdeyork

Newdeyork is a clothing brand based in the New York City area. Their mission is to raise awareness and support their local community through art and clothing designs. Newdeyork provides a wide range of clothing products such as t-shirts, hats, socks, dresses, hoodies, and more. The clothing sales profits for their 5-week campaign, “They Series,” will be donated to the non-profit LGBTQ+ organization Transgender Legal Defense & Education Fund (TLDEF). For more information about Newdeyork and to help support its mission, please visit the Newdeyork Etsy store, Instagram, Twitter, and Facebook. They are using the hashtag #ndytheyseries for this campaign across social media.

Etsy Store: <https://www.etsy.com/shop/Newdeyork>

Instagram: [@newdeyork_co](https://www.instagram.com/newdeyork_co)

Twitter: [@newdeyork](https://twitter.com/newdeyork)

Facebook: <https://www.facebook.com/newdeyork>

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