

# Streetwear Had Its Own Moment At NYFW During SFW RUNWAY, An Event Founded By Naomi Alabi

NYFW Streetstyle Trends That Inspire Your Celebrity Favorites Are Seen on SFW RUNWAY First



**New York City, New York Sep 27, 2022 ([IssueWire.com](https://www.issuewire.com))** - Fashion Week can be an exclusive club reserved only for the most established wealthy brands. SFW RUNWAY presented a show exclusively premiering collections from Streetstyle brands. The fashion production platform is the only street style show during New York Fashion Week. SFW RUNWAY featured designers in the street fashion niche specifically. The emerging designers featured ranged from new designers to more established brands that have been featured on television's latest fashion competition shows. The event also featured musical performances from Grammy Award winners.

SFW RUNWAY took place at Daylight Studio on West 31st in the heart of Hudson Yards New York. SFW RUNWAY's designer lineup had the elite of streetwear creators. As the go-to authority and leading database of emerging designers, it is no surprise that as HBO began their casting for their latest season of 'THE HYPE', eight out of twelve of the contestants were selected from the SFW RUNWAY platform. Void Asylum, an SFW RUNWAY designer is also the second runner-up of The CreatorsFund, OnlyFans produced show for OFTV. Two additional SFW RUNWAY designers are currently on the HBO fashion competition show. In total, the event showcased 12 designers. Designers included: Void Asylum (whose pieces featured an NFT drop), To Jevon Terrance, Syeko Designs, Pia Bolte, Elidan Lord, Idol Jose, Daniel Tovilla, Bgoldnyc, Sir Garde, Noor Design, Frisk Me Good, and more. SFW RUNWAY showcased luxury collections from this season's emerging designers. The event boasts over a thousand attendees between the two scheduled shows that took place on September 10th.

Grammy Award artist Justin Love and UK-born, LA-based artist Rick Star provided musical entertainment during the show. Product sponsors such as Perrier, Harlem Standard Whisky, and The Love Water were available throughout the day-long event.

Founder of SFW Runway, Naomi Alabi states that the platform has upfronted the cost for this event for years and is ready to welcome sponsors. While the last event benefited the New York-based non-profit, The Boys and Girls Club of Harlem, the founder has sights on elevating the events and their beneficiaries. With its now established following, SFW will be seeking strategic partners and sponsors that align with the SFW mission. The platform is currently preparing for Art Basel Miami, the event that connects investors and creatives to promote modern culture & arts.

Follow the official SFW Runway social media page to stay up to date on events or follow SFW Runway's social press room @creatorstvonline.

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## **About SFW Runway**

SFW RUNWAY is a platform created to offer emerging designers a voice during New York and LA Fashion Week. The platform is self-funded and run by Naomi Alabi(Founder) who is looking to collaborate with platforms whose mission aligns with hers.

Streetstyle designers bring something different to fashion week as their pieces are ready to wear; representative of how everyday people interpret fashion trends on the street. The audience that attends our shows are so diverse; we are unique in that way. Bringing old, and young people of all races and

backgrounds who come together in the name of Streetstyle



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