NEW YORK FASHION WEEK

POWERED BY TITUS RUNWAY

DESIGNER PACKAGES

NEW YORK CITY / FEBRUARY 2027

CLOTHING FROM $4,500

Runway production. Getty Images coverage.
Confirmed magazine publication.

08 FEB	MODEL CASTING
10 FEB	FITTING DAY
11 FEB	SHOW DAY + AFTER PARTY AT NIGHT

01 / DESIGNER PACKAGES

CHOOSE YOUR PACKAGE

Four levels of runway presentation, content and brand promotion. All prices in USD.

	RUNWAY	SPOTLIGHT	SIGNATURE	HEADLINER
	$4,500	$6,500	$9,000	$12,000
	8 LOOKS	12 LOOKS	16 LOOKS	20 LOOKS
Runway photography / all looks	Included	Included	Included	Included
Getty Images coverage	Included	Included	Included	Included
Guaranteed magazine publications	1	2	3	3
Full collection runway video	1	1	1	1
Edited vertical social reels	1	2	3	5
Selected backstage photography	-	Included	Included	Included
Designer interview video	-	-	1	1
Brand introduction social posts	1	2	3	4
Brand profile on event website	Included	Included	Included	Included
Event press release inclusion	Included	Included	Included	Included
Dedicated brand press release*	-	-	Included	Included
Creative planning meetings	-	1	1	2
Dedicated magazine article*	-	-	-	Included
Guest tickets + after-party access	2	4	6	10
Front-row seats within ticket total	-	2	2	4

INCLUDED IN EVERY RUNWAY PACKAGE

Model casting and coordination; fitting and rehearsal; standard hair and makeup; venue, staging, lighting and sound; front-of-house and backstage support; dressers; brand name or logo displayed during the presentation.

02 / ACCESSORY DESIGNERS

ACCESSORIES ON THE RUNWAY

Present your accessories in collaboration with participating clothing designers.

	RUNWAY	SPOTLIGHT	SIGNATURE	HEADLINER
	$2,000	$3,900	$5,400	$9,000
	8 LOOKS	12 LOOKS	16 LOOKS	20 LOOKS
Guaranteed magazine publications	1	2	3	3
Dedicated magazine article*	-	-	-	Included
Getty Images runway coverage	Included	Included	Included	Included
Runway photos of styled looks	Included	Included	Included	Included
Collection runway video	1	1	1	1
Edited vertical social reels	1	2	3	5
Selected backstage photography	-	Included	Included	Included
Designer interview video	-	-	1	1
Brand introduction social posts	1	2	3	4
Brand profile on event website	Included	Included	Included	Included
Event press release inclusion	Included	Included	Included	Included
Dedicated brand press release*	-	-	Included	Included
Guest tickets + after-party access	2	4	6	10
Front-row seats within ticket total	-	2	2	4

HOW ACCESSORY PARTICIPATION WORKS

Accessories are paired with participating clothing collections. Looks refer to styled runway appearances, with brand credits and media deliverables confirmed before booking. The package uses the shared show production, models, standard beauty and backstage team. A standalone clothing presentation requires a clothing package.

03 / OPTIONAL EXTRAS

BUILD ON YOUR SHOW

Add content, creative services or additional looks to your selected package.

ADDITIONAL RUNWAY LOOK — $500 / LOOK

Expand your shared-show collection, subject to production capacity.

ADDITIONAL VERTICAL REEL — $350 / REEL

An extra edited social clip created from event footage.

DESIGNER INTERVIEW VIDEO — $750

A filmed interview introducing the designer and collection.

DEDICATED BRAND PRESS RELEASE — $1,000

Brand-specific release and targeted media outreach.

EDITORIAL / LOOKBOOK SHOOT — CUSTOM QUOTE

Separate photography session, scoped by looks, team and deliverables.

CREATOR / INFLUENCER CONTENT — CUSTOM QUOTE

Talent and deliverables selected to suit your brand and usage needs.

CUSTOM BEAUTY / MODEL REQUESTS — CUSTOM QUOTE

Special hair, makeup direction or requested model bookings.

HOW ADD-ONS WORK

Services already included in your selected tier do not need to be purchased again. Custom requests are scoped and priced before confirmation. Additional looks apply to shared-show packages.

04 / EXCLUSIVE PRESENTATION

YOUR OWN RUNWAY.

A dedicated TITUS RUNWAY presentation shaped around one brand.

PRIVATE SHOW

FROM $30,000

UP TO 30 LOOKS / DEDICATED SHOW SLOT

CREATIVE DIRECTION

Brand-led show planning, running order and creative meetings.

MODELS & PREPARATION

Collaborative model selection, fitting, rehearsal and standard hair and makeup.

FULL SHOW PRODUCTION

Venue, staging, lighting, sound, dressers and front-of-house / backstage teams.

PHOTOGRAPHY & MEDIA

Runway photography, Getty Images coverage and confirmed magazine publication.

BRAND CONTENT

Collection video, five edited vertical reels and a designer interview.

PRESS & GUESTS

Dedicated brand press release with outreach; 30 guest tickets and after-party access.

Final pricing depends on venue, show duration, model requirements and production scope. Custom set builds, additional screens, live performances and private hospitality are quoted separately.

05 / BOOKING & DETAILS

LET'S TALK NEW YORK.

Choose your presentation, share your collection, and build the show with us.

01 SHARE YOUR BRAND

Send your collection images or lookbook, brand profile and preferred package.

02 CONFIRM YOUR SCOPE

We confirm availability, media deliverables, guest allocation and any custom requests.

03 PREPARE FOR THE RUNWAY

Receive your agreement, payment schedule and production instructions.

PACKAGE DETAILS

Shared-show tiers include guaranteed magazine placements in 1 / 2 / 3 / 3 distinct publications for RUNWAY / SPOTLIGHT / SIGNATURE / HEADLINER. HEADLINER also includes a dedicated brand article within its three-publication allocation. Getty Images coverage is included in every tier. Publication names, format, placement, timing and image-use rights are specified in your agreement.

Dedicated brand press releases include targeted media outreach. Additional editorial pickup, buyer attendance, sales and retail orders are not guaranteed.

Front-row allocations are included within the guest-ticket total. Standard beauty follows the event's approved direction. Accessory styling is coordinated with participating clothing designers.

All prices are USD. Any applicable taxes, fees and custom extras will be itemized in your proposal. Travel, accommodation, garment production and shipping are arranged by the designer.

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HTTP://TITUS.NYFW.SHOW