

For Immediate Release**FASHION WEEK BROOKLYN DAZZLES NOW IN ITS ELEVENTH YEAR ANNOUNCING A STUNNING LINEUP OF PARTNERSHIPS**

Brooklyn, NYC (October 1-7, 2017): Fashion Week Brooklyn launches into its 11th year from the opulent marble steps of Borough Hall by paying homage to the paparazzi and voyeur in each one of us with, "Lights, Camera, Brooklyn." FWBK's global mass appeal has attracted both local and international designers to this year's show, once again providing the fashion conscious and the intellectual elite with rejuvenated edge. The week-long lineup of events include: Food & Fashion, Fashion Film Night-Out, Age in Fashion (a panel discussion with fashion icons Lyn Slater and Iris Apfel to name a few), Tech & Sustainable Fashion (a panel discussion), Young Designers Showcase Vintage Runway, and the main event: A Presentation of Designers' Collections.

The initiative has also captivated new and exciting partnerships for FWBK's ecosystem which include media partnerships with Nylon Magazine renowned for fashion, beauty, music and pop culture news, No.3 Magazine, and Nigerian publication A Nasty Boy Magazine. FWBK has also launched cooperatives with organizations such as The Chi Group, Zebra Public Relations, BK Fashion Incubator, Queen of Raw, Factory 8 and Kings Plaza for the second time this year. Our designers' partners for the season are Fashion Bloc and Risesport Eyewear. These partnerships will forge new opportunities for artists, fashion stylists, hair stylists, models and makeup artists.

The following are the new partnerships FWBK is proud to announce:

Kings Plaza: Presenting Sponsor

King's Plaza is a shopping center that opened in September 1970, within the Marine Park section of Brooklyn. The mall has over 120+ individual stores including Macy's. Kings Plaza is currently owned and managed by Maecerich. For more information about Kings Plaza please visit: <http://www.kingsplazaonline.com>.

The Chi Group

The Chi Group is a branding agency created by Connie Chi with the goal of humanizing brands in order to better engage and evoke curiosity within the world. For more information please visit: <https://thechigroup.co/>

The BROOKLYN Fashion Incubator

The BROOKLYN Fashion Incubator, Inc., is a 501(c)(3) not-for-profit focusing on mentoring four young businesses in the U.S. fashion business each year. For more information please visit: <http://www.thebrooklynfashionincubator.org/>

Queen of Raw

Queen of Raw is the online marketplace for businesses to sell their unused fabrics and designers to buy high end raw materials at lower minimums, saving them money and reducing waste. For more information please visit: <https://www.queenofraw.com/>

Fashion Bloc

Fashion Bloc is a London fashion agency with a mission to help independent fashion brands grow regardless their geographical presence, budget and influence in the fashion world. Our aim is to help designer brands from these new destinations create an international presence. <http://www.fashionbloc.co.uk/>

Risesports Eyewear

Rise Sport is a Brooklyn, NY-based brand specializing in custom-designed luxury sunglasses and other wearable products which integrate original art and creative designs. Our Rise Art & Design Collections integrate original art and designs from collaborations with visual artists and designers into our fully customizable frames, resulting in wearable eye art. <https://risesportwear.com/>

Factory 8

Factory 8 is a New York City based facility dedicated to providing designers and brands with the resources and skills necessary to streamline their sample to production process. We offer the intimacy and convenience that come hand in hand with local manufacturing, including specialized customer service to fit your company's needs. <https://thefactory8.com/>

Zebra Public Relations

Zebra is a full service public relations boutique that serves companies and industry leaders in various stages of growth and personal development seeking to raise brand image to legendary status through the use of new and traditional media, innovation methodology, marketing strategy and communications as a means to execute that end. The firm is committed to giving entrepreneurs and corporations the recognition they truly deserve. www.zebrapublicrelations.com

About Fashion Week Brooklyn:

Fashion Week Brooklyn is a bi-annual international collection show founded by the 501c3 non-profit BK|Style Foundation. FWBK has emerged as one of the leading fashion events showcasing the talent of aspiring and established designers from across the globe.

For more information, to sponsor or support Fashion Week Brooklyn please visit us at www.fashionweekbrooklyn.com or send an email to info@fashionweekbrooklyn.com.

For all press and media inquiries please contact: media@fashionweekbrooklyn.com or kojenwa@zebra.nu

Follow Fashion Week Brooklyn on Instagram **@fashionweekbrooklyn, #FWBK**

###