



New York Fashion Week will once again bring New York City together with insiders, trendsetter and others who are looking for the latest fashion. With more and more brick and mortar stores closing rapidly, selling online is becoming a clear and distinct way of the future of fashion. NYFW hiTechMODA introduces the newest fashion technology onto the runway. Once again, we will be taking over New York City September 6, 7 and 8th, 2019 with current fashion and technology with trendy fashion insiders and global trendsetters.

hiTechMODA distinguishes ourselves from the other fashion shows by creating opportunities for our sponsors, designers and models.

Warm regards,

Welcome MODA models,

Thank you for being a part of the New York Fashion Week experience with hiTechMODA. I have put together a quick guide to answer any potential questions you may have! We can't wait to meet you in NYC.

Model check-in – 12:00, September 5th @ the Marriott Marquis, 4<sup>th</sup> floor Gilbert Room for badging and to sign necessary paperwork, if not already done so. I understand check-in is not until 4:00 at our host hotel. I have requested early check-in, so please bring your luggage with you or leave it in the car or with the concierge who will hold your luggage until checkin.

**Hotel checking is on the 8<sup>th</sup> floor.**

What to expect. We will be busy preparing for fitting, etc., so please be prepared and patient. This will be the first time your designer has seen you. It is important for you to look groomed, teeth brushed, wearing clear antiperspirant/deodorant, females with hair in a ponytail, in the acceptable black jeans/leggings and black tank top with minimal make-up (could get on designers' clothes). Wear modest undergarments in good condition. Males, wear a button down shirt for easy of getting out of it. This area is you may bring your robe. I want everyone to be in some level of dressed.

NYC style is not flashy, or over trendy, so please dress accordingly. If you do not have all black, wear something close to that. Females, HAVE YOUR THE HIGHEST HEELS ON during fittings. Once again, designers first impression is immediate. Be easy to work with! This is very important. Our positions are not a guarantee, so professional behavior and being well groomed is important.

We will have model scouts coming in and out of our fittings. Again, put your most professional self forward and be prepared with your comp or business cards.

Remember, you are an extension of the designer. If you are wearing their clothing, you are a brand ambassador. Know our designers, their information is at [www.hitechmoda.com](http://www.hitechmoda.com), read it

and understand who you are fitting for. Remember, you are not assigned to a designer until you are selected by them. This is modeling 101, sell yourself and be easy to work with.

We will be fitting with up to 4 designers at one time. **If the clothing does not fit, the model will be required to go to a designated area of the fitting room and will circulate to another designer in the room.** Our model coordinators Linda Houdelshell and Brenda Jamerson will be in the room to assist. **I caution – no attitudes please - everyone is watching.** This is where your professionalism will count.

If you are walking for as an adult (5'6 and above), yet you are a minor I will request you follow the same guidelines above but the following also applies to you.

## **PARENTS OF CHILDREN AND TEENS**

**Please understand you will not be allowed in the dressing room due to room size, nor will you be allowed backstage. As a parent, I understand this is most uncomfortable for you, but you have to trust me and my staff. I treat all models as though they are my own children. This policy is for ease of being able to move through the process. Please have a slip-on shirt/robe for your child and instruct them to put it back on. No minor will be asked to not wear a bra/underwear. Please instruct your child if they feel uncomfortable to come see me, Pamela. We will have chaperons to monitor the minors. I will also create a space for them to quick change in if they feel uncomfortable.**

**This will be a very busy day for all, but as a team we can work through this!**

## **PREPARATION AND WHAT TO BRING**

- Charge camera battery and empty memory card
- Clear out photo space on phone
- Check the weather and plan outfits – the most time consuming!
- Put together a survival kit (extra phone charger, Advil, breath mints...)
- Research all designers
- Plan relevant blog or social media posts
- Have comp card/ business cards
- Get a fresh manicure & brows shaped 2 days before departure date
- Try to get a good night's sleep
- Nude strapless bra
- Nude/black underwear/thong
- Nipple covers
- Special dietary bagged lunch/snacks
- Cosmetics – special moisturizers (if applicable), foundation
- Black/nude shoes – NOT NEW, but well-polished. Look at the heels to ensure they are in good condition. Put them in a plastic bag, etc when traveling
- Black one-piece suit (jumpsuit, yoga, catsuit, etc.) if you have one, tank top, nude/black hosiery
- Hairbrush & hair accessories, hairspray, gel, hair ties
- Face & body wipes you can use on your hands, under your arms, etc
- Lint roller, makeup brushes if you want to touch up
- MEN – If you are prone to a 5:00 shadow, please have an electric shaver, etc
- Robe or button-down shirt
- MEN- Boxers fitted, briefs, socks, black pants (not jeans)

VERY IMPORTANT! LEAVE YOUR VALUABLES AT HOME OR LOCKED IN YOUR ROOM SAFE!!  
Bring minimal money and maybe one credit card if any. We hope no one loses anything. Your belongings are your responsibility. Be safe at all times.

When a robe you must be full clothes underneath while in National Geographic Ocean Odyssey, with shoes/flip flops, etc.

No cameras/video in the dressing rooms. Go to the step and repeats.