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**For Immediate Release**

## **SEW OFF WHERE FASHION MEETS ITS TOUGHEST CRITIC**

**New York City** (September 14, 2017): **Sew Off** is a BK Style Foundation (BK Speaks) production bringing awareness to sustainable fashion, bridging together designers and fashion influencers, who are some of the toughest critics of the fashion industry. In this event they will Sew Off in a competition to create a wearable outfit using recycled materials. The event is produced by FWBK's event partner The Chi Group, along with partnerships with Queen of Raw, Materials for the Arts and the Brooklyn Fashion Incubator.

The initiative has also captivated new and exciting media partners joining the FWBK's ecosystem which includes: Nylon Magazine, No.3 Magazine, and A Nasty Boy Magazine from Africa. FWBK has also launched cooperatives with organizations such as The Chi Group, BK Fashion Incubator, Queen of Raw and once again Kings Plaza (Presenting sponsor). The event focuses on bringing together designers and fashion influencers in a fun environment to raise awareness for the importance of sustainably fashion

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

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### **The Chi Group**

[The Chi Group](#) is a branding agency created by Connie Chi. The agency's initiative is to humanize brands through experiences so they can better engage and evoke curiosity within the world. The agency's approach has been credited as boldly unique and disruptors of traditional brand strategies.

### **Materials for the Arts**

[Materials for the Arts](#) is New York's premiere reuse center, providing a way for companies and individuals to donate unneeded supplies to thousands of nonprofit organizations with arts programming and public schools. We offer a wide variety of events, workshops, and classes to help people see and experience creative reuse up close. Realize, Provide, Enhance

### **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.

### **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.

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### **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](http://www.fashionweekbrooklyn.com) or send an email to [info@fashionweekbrooklyn.com](mailto:info@fashionweekbrooklyn.com).

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