

YFS YOUNG
FASHION
SHOW

* Lola ☆
• THE BOYS

YFS YOUNG
FASHION
SHOW

FASHION DESIGNERS & BRANDS

YFS DESIGNER PARTICIPATION GUIDE

THE OPPORTUNITY

YOUR COLLECTION. A LIVE YFS RUNWAY.

Real models, a full room and a produced show
in New York, Miami, Los Angeles and Chicago.





WHAT YOUR COLLECTION GETS

FROM ONE YFS SHOW

14–20+

MODELS

Your collection on the runway

80–300+

**EDITED PROFESSIONAL
PHOTOS**

Plus runway photos of every look

Up to 3

YFS COLLAB VIDEO FORMATS

Show · backstage · brand interview

End-to-end

MODEL PREPARATION

Runway training, styling, hair & makeup, posing, backstage

2–5 posts

+ 6–12 STORIES

On YFS Instagram, with Highlights

Live

RUNWAY PRESENTATION

Parents, stylists, buyers and press in the room

THE EXPERIENCE

FROM FITTING TO RUNWAY



01
SHOW FIT
II



02
PREPARATION



03
REHEARSAL
& FITTING



04
BACKSTAGE



05
RUNWAY



06
CONTENT
& FOLLOW-UP / 13

WHO DOES WHAT

YFS

Show production & the runway

Model casting & coordination

Model preparation & rehearsal

Hair, makeup & backstage

Professional photo & video

YFS social & editorial content

YOUR BRAND & COLLECTION

Your collection & looks

The number of looks agreed with YFS

Brand name, logo & story

Your team's timing for fitting & show day

THE OWNERS WALKED WITH THEIR COLLECTIONS



Founder / owner



Collection



Katerina Azarova



Founder / owner



Collection

HOOLA

Andela Golubovic
Owner, HOOLA · Chicago



Founder / owner



Collection



Karina Moisieieva
Representative · Chicago · Miami



37

FASHION BRANDS & DESIGNERS

76

RUNWAY PRESENTATIONS

4

MAJOR U.S. CITIES


Petite Maison Kids


MILANA LOREN COUTURE

LVA
BRIDE


Lola
- THE BOYS


Non Belle Girls

SOLMAR

 ANNABO

BUNDI

La Magique


STELLA MLIA

POELLE

AKIMOTA

 faeella

SOW
SUSTAIN OUR WORLD


HKM


MAMA LUMA
SANTA BARBARA


TWIN ARCHIVES

ef elevated faith

FEATURED CASES • 4 BRANDS • 7 RUNWAY PRESENTATIONS • 2,959 EDITED PHOTOS
DELIVERED

MILANA LOREN
COUTURE

New York • 34 models • 617
photos

1,000+ new followers, new
customers, sales in the
tens of thousands

MIND REPAIR

3 cities • 55 models • 1,156
photos

Follower growth,
international sales
inquiries

LA MAGNETIQUE

Miami • 17 models • 307
photos

Collaborations and new
orders

PETITE MAISON KIDS

2 cities • 46 models • 879
photos

New clients and store
visits

YFS CITIES

NEW YORK

Cipriani 25 Broadway

MIAMI

DuPont Building

LOS ANGELES

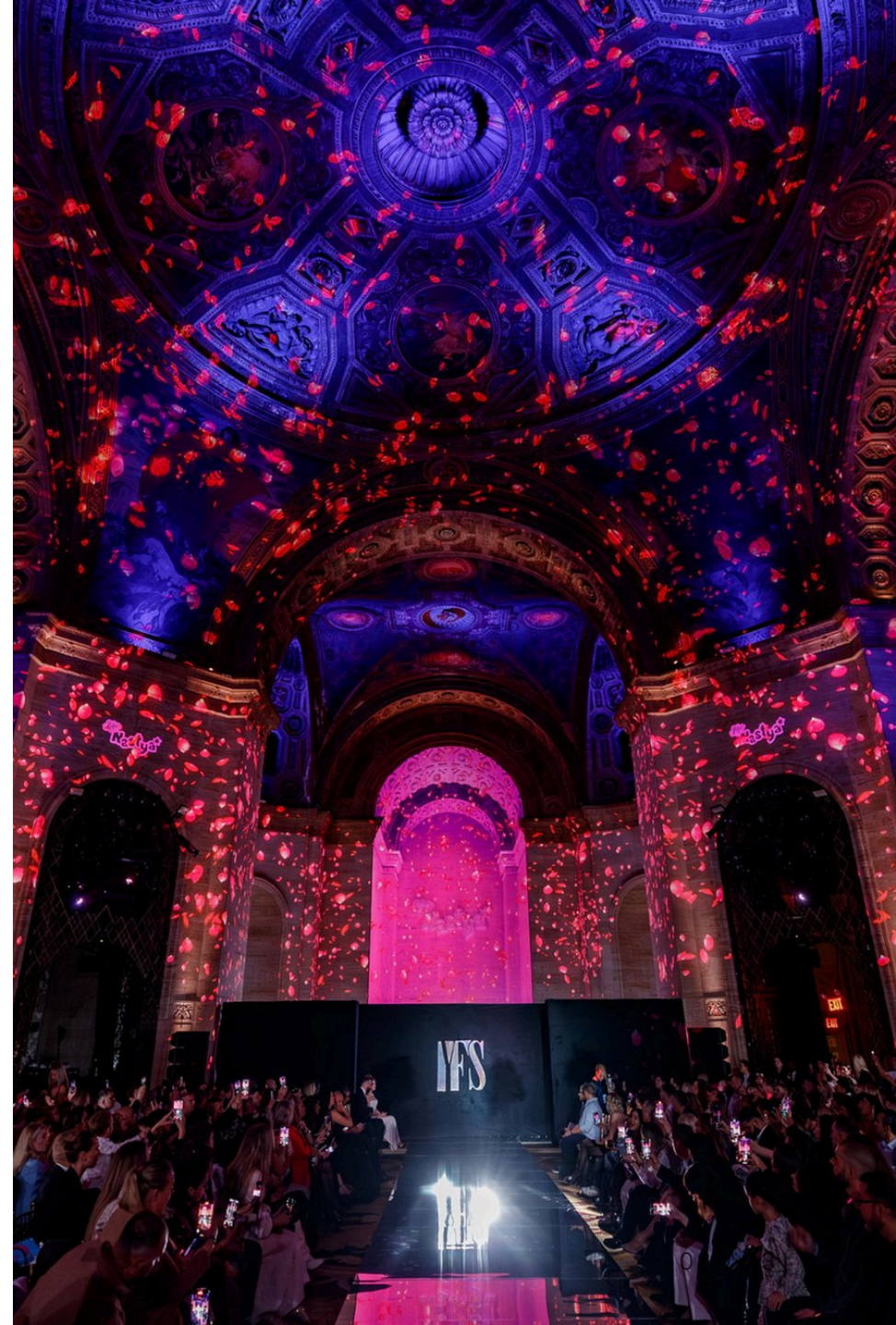
The Biltmore

CHICAGO

Palmer House Hilton

Current show opportunities vary by edition.

[VIEW CURRENT SHOWS →](#)



SELF-CHECK

WHAT CAN YOU SHOW?



CHILDREN'S
COLLECTIONS



TEEN COLLECTIONS



WOMEN'S FASHION



MEN'S FASHION



FAMILY /
COORDINATED



DESIGNER /
CONCEPTUAL



COUTURE / EVENING



SMART CASUAL /
EVERYDAY



SPORTSWEAR /
ATHLEISURE



ACCESSORIES



BAGS / STATEMENT
PIECES

Collections across
categories, reviewed
by YFS for each show.

EXTEND YOUR PRESENCE

SHOWING A COLLECTION IS THE RUNWAY RELATIONSHIP.

Your presentation, with the production, models
and content around it.

WANT MORE PRESENCE AROUND THE SHOW?

Activation · Booth · Sponsorship · Gifting · Brand
integration · Custom visibility

Explored separately through

SPONSORS & EVENT PARTNERS



A photograph of a fashion show runway. Three models are walking away from the camera. The model on the left is wearing a green knit vest over a white long-sleeved shirt and brown trousers. The model in the center is wearing a brown and white striped polo shirt and white trousers, carrying a black bag. The model on the right is wearing a dark red long-sleeved shirt and a black leather vest. The runway is lit with bright spotlights, and a crowd of people is visible in the background.

HOW SHOWING WITH YFS WORKS

01

SUBMIT YOUR
COLLECTION

02

YFS REVIEWS FIT

03

ALIGN ON SHOW +
CURRENT TERMS

04

PREPARE

05

RUNWAY

06

CONTENT + FOLLOW-UP

BEFORE YOU SUBMIT

WHAT KIND OF BRANDS CAN SHOW?

Children's, teen, women's, men's and family collections, couture, everyday, accessories and bags.

HOW MANY LOOKS SHOULD I PREPARE?

Presentations run with 14–20+ models. YFS confirms the number for your show.

WHAT DOES MY TEAM BRING?

Your collection and looks, brand materials and your team's timing.

CAN I CHOOSE A CITY?

Yes — tell YFS the show or city you want. Availability depends on the edition.

WHAT DOES YFS HANDLE?

Production, models, preparation, backstage, photo, video and YFS social content.

HOW ARE CURRENT TERMS DISCUSSED?

Directly with the YFS team after you submit.

YOUR COLLECTION COULD BE NEXT.

[SHOWCASE YOUR COLLECTION](#)

[VIEW CURRENT SHOWS](#)