

BXFW "Making Strides Fashion Showcase" 2024 Event



The BXFW "Making Strides Fashion Showcase" 2024, held on September 28, 2024, at the Bay Plaza Mall in the Bronx, was a powerful celebration of resilience, creativity, and community. Breast cancer patients and survivors took center stage as both models and fashion designers, courageously walking the runway to showcase their strength and innovation. The event transformed the mall into a space of empowerment, combining fashion and awareness to honor their journeys and inspire hope. Attendees included community members, advocates, and fashion enthusiasts, all coming together to support this meaningful cause.

As a Fashion Producer Assistant, I played a key role in ensuring the success of the event. I collaborated with designers to organize their collections, coordinated with models to ensure smooth transitions, and managed the VIP and guest lists, ensuring all attendees were seated appropriately. Before and during the showcase, I supervised tasks assigned to interns, ensuring their responsibilities were executed efficiently. My role required multitasking, attention to detail, and strong communication to manage the dynamic demands of the event.

This showcase was more than just a fashion event; it was a testament to the courage and creativity of the participants and highlighted BXFW's commitment to making a difference through fashion. The experience not only deepened my understanding of production but also allowed me to contribute to an event that left a lasting impact on everyone involved.