



IMMEDIATE RELEASE

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I Love ❤️ *New York Collection2022* took over [Times Square at Times Square Fashion Week](#) as Celebrities walked the runway featuring *TMZ*, [Loren LoRosa](#), Daughter of Russell Simmons and Model Kimora Lee Simmons, [AOKI Lee Simmons](#) and Daughter of [Yolanda Adams](#), Debutante [Taylor Crawford](#).

Including NYC philanthropist, TV host and Author [Jean Shafiroff](#) with a Oscar Dela Renta ball Gown at Father Duffy Square!

There was a Times Square takeover Sunday Sept. 12th at the *I Love* ❤️ *New York Collection2022* presented by [Times Square Fashion Week](#) ! [DCG Media Group](#), **Times Square Alliance**, and partners had their kickoff event to New York Fashion Week, promoting local and international fashion designers. This invite-only show was hosted by veteran fashion publicist and producer Dee Rivera, who has been curating this event for the last 3 years!

“(NYFW)Times Square Fashion Week runway show promotes talent in the clothing retail industry and provides NYC residents, workers, and visitors with a fashion experience to commensurate with what is already available in cities such as Paris, and Milan,” said Dee Rivera. “Times Square Fashion Week strives to embody a world-class environment, propelling that mission forward by hosting it in the middle of Father Duffy Square where native New Yorkers and the world can celebrate the opening of Broadway & NYC.”

Over 8,000 guests gathered to enjoy a New York Fashion Week inspired runway show featuring Spring/Summer 2022 fashions from Celebrity Designers and overseas collections.



Mistress of Ceremonies, [Jean Shafiroff](#) presented [Gale E Brewer](#) with the **I Love ❤️ NY Leadership Award** in an evening gown by Oscar De La Renta in the middle of Father Duffy Square. Following was a Live Performance featuring TV Personality, [Cindy Ashton](#) honoring NYC, and First Responders with a tribute to the re-opening of Broadway and an entertaining teaser before the runway shows began, with of course, performers dancing out a classic show tune!



The show proceeded to begin with a wow factor featuring the bahamian designer, [David Roelle of \(RAPHELITA\)](#), who featured an array of woven white linen and cotton gowns and dresses beautifully accessorized with bamboo bags and top hats. Celebrity [Gina Neely](#) gracefully walked down the runway in one of his beautiful dresses.



[Gloria Lee's](#) sustainable collection of draped, romantic dresses were showstoppers in colorful resort wear.



Reality TV Star, [Isabella Barrett](#), designer of [House Of Barrett](#), featured “chanel” suits and dresses that were perfectly curated for any NYC socialite.



The [Cesar Galindo Collection](#) took over Times Square featuring *TMZ*'s [Loren LoRosa](#), Daughter of **Russell Simmons** and **Model Kimora Lee Simmons**, [Aoki Lee Simmons](#), and Daughter of **Yolanda Adams**, **Debutante**, [Taylor Crawford](#) on the runway. Caesar's collection of signature colorful, festive silhouettes of flowy dresses and fringe was a finale to a homage to NYC with I LOVE ❤️ NY looks.

EVENT PHOTO GALLERY:

Patrick McMullan:

<https://patrickmcmullan.com/events/TIMES091221>

Password: squ0921

Froylan Flowers:

[Times Square Fashion Week SS22](#)

Password: Square0912

Oliver Archer

<https://archer.wetransfer.com/downloads/068984dc60ad27eac5f3b27a038daa9820210913225125/d9e0d728cf6c6cb22c91c15a3f6c4e8620210913225125/acc16b>

After party:

<https://archer.wetransfer.com/downloads/fce501b9065770955125d72e74634cae20210914070828/a465189b2aa24465e6a45705f71e246020210914070828/00cdb5>

ABOUT US

Times Square Fashion Week™ made history in 2020 by turning the famous Father Duffy Square Red Stairs into a symbol of the changing landscape of New York Fashion Week.

2020 has been a defining year for the fashion industry. Slowly but surely, the Big Apple is gaining some normalcy day after day, however, we are not out of the woods yet.

In September 2020, **Times Square Fashion Week™** gave a taste of the *new normal* in the midst of a global pandemic and brought a glimmer of hope to fashion insiders, designers, and VIPs who gathered in the heart of New York City's Times Square. Featuring seven talented designers on deck, as well as key sponsors, key-note speakers, and other creative artists, the event was a slam dunk on how moving fashion forward could be done safely.

Times Square Fashion Week™ in its **third** year is continuing to move fashion forward by spreading the word globally and locally that fashion in New York is ***not dead!***

During February 2021, **Times Square Fashion Week™** took the opportunity to showcase a ***full frontal fashion show*** digitally throughout Times Square locations by featuring designers and their work in their ***FALL IN LOVE COLLECTION*** in 3 locations on **Times Square Billboards!**

The live stream event included press and designers who attended this event on a Double Decker Bus - It was a Fashion Experience!

"We are always trying to think "outside the box" and I am always extremely grateful for all of the talented designers that showcased their work for **Times Square Fashion Week** as well as our sponsors and teams that make this event happen!" says Dee Rivera, of DCG Media Group and Founder of **Times Square Fashion Week™**.

September 2021 will be a combination of a Full Frontal Runway in the Middle of Times Square , Billboards, a homage to the re-opening of New York with an After Party Finale Cocktail Event hosted by DCG MEDIA GROUP!

Mistress of Ceremonies, **Jean Shafiroff** will MC the evening along with Founder of Times Square Fashion Week, **Dee Rivera**. There will be a Live Performance featuring **Cindy Ashton** honoring NYC, and First Responders that will be in attendance. The event is a tribute to the re-opening of Broadway and will be an entertaining teaser before the runway shows begin, with of course, performers belting out classic show tunes!

Featuring Celebs **Yolanda Adams**, her daughter **Taylor Crawford**, & TMZ **Loren LoRosa**, TV Personality **Gina Neely**, and **Aoki Lee Simmons** on the Runway in Times Square to support local retailers and pay homage to New York City!

Times Square Fashion Week will present an **I Love ❤️NY Award** to Manhattan Borough President, **Gale E Brewer** and Times Square Alliance for helping New York make their comeback and opening again!

DESIGNERS FEATURED



Cesar Galindo

Cesar Galindo founded his fashion brand CZAR by César Galindo after a nearly 20-year career designing collections for brands like Calvin Klein — is one of eleven children and grew up in Houston to Mexican parents. He began his career designing corsets and period costumes for The Miami City Ballet, then for The Houston Grand Opera. Bright colors, bold prints and flowing fabrics comprise the line of this self-taught Latin American-born designer.



Isabella Barrett (House of Barrett)

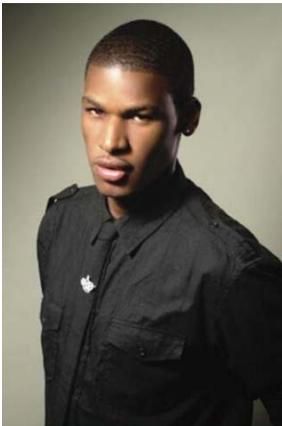
Isabella Barrett is an American born actress who got her start at age 5 in reality TV. From a breakout starring role on the hit TV show *Toddlers & Tiaras* to NBC's *Bravo Game of Crowns* to her own series in Germany called *Beauty Queens*, Isabella was able to navigate a successful reality TV/business model with product brands that made her a millionaire at 6-years-old. In 2012, Isabella was named

one of the youngest self-made millionaires in the United States after developing several business ventures around her initial TV success. Today Isabella stars in a hit show on Amazon Prime called Next Big Thing NYC and is a Brand Owner and Beauty Influencer.



GLORIA LEE

Gloria Lee™ is a womenswear brand that offers elegant yet romantic dresses that women can wear from day to night. Inspired by mythology, nature, and history, Gloria Lee designs each and every garment with the purpose to highlight women's innate elegance, beauty, and love for all. The mission of the company is to deliver joy, style, and prosperity to everyone in the world and Earth. It starts with the promise of creating beautiful collections with compostable fibers, collaborating with domestic manufacturers, and embodying production processes (ex: Zero-Waste pattern-making, up-cycled fabrics) that are least harmful to our ecosystem



DAVID ROLLE (RAPHELITA)

The Local Designer Profile question and answer series is designed to give you an intimate glimpse into the background and artistic process of young movers and shakers in the local fashion industry in The Bahamas.

Burgeoning local designer David Rolle, the talent behind the line House of Raphelita is making waves in the local fashion industry. The twenty-something designer recently snagged The Culture and Fashion Award at the Islands of the World Fashion Showcase (IWFS) held locally in May and kept tongues wagging as the designer of choice, dressing the First Lady Mrs. Bernadette Christie at the official Opening of Parliament.

As a contributor for the online regional fashion portal CaribFashionTV.com, Rolle shares his views on fashion via his regular column The Fashion Drum Rolle.

Featuring On The Runway:



LOREN LOROSA

Loren LoRosa, native from Wilmington, Delaware is a Pop Culture News Correspondent, Actress & Lifestyle Vlogger on the rise! Currently seen on TMZ a WB production on FOX she works to dominate the Marketing, Entertainment, Youtube & Fashion industries. Building her youtube platform, LorenLorosa TV, has maintained her passion throughout it all! From self produced celebrity interviews ranging from Safaree Samuels to The Game to her daily vlogs, (which educate millennials on the tips and tricks of dream chasing in LA & the TV industry), the platform has grown as she drops the knowledge she has learned along the way. Loren's story and/or fashion looks have been featured throughout various media platforms including.. Cosmopolitan Magazine, KTLA.COM, EURweb.com, Fashionbombdaily.com AND MORE!



AOKI LEE SIMMONS

Daughter of Russel Simmons and Model Kimora Lee Simmons. The 18-year old made her runway debut in the Pyer Moss Paris Couture Week show this year. She is currently attending Harvard University.



TAYLOR CRAWFORD

Daughter of Yolanda Adams, Debutante. She regularly volunteers with the Houston Food Bank, Theatre Under the Stars, The River Program, and UWIN Young Women's Toy and Clothing Drives. She has been on missionary trips to Nigeria, Cape Town, Soweto, and Johannesburg. Her dream is to become an actress and remain an effective activist.



GINA NEELY

Gina Neely burst onto the scene in 2008 by starring in the hit show Down Home with the Neelys, which became the highest-rated series debut in the history of Food Network's "In the Kitchen" block. The show immediately connected with viewers nation-wide by showcasing Gina's love for family, food and the enjoyment of life. Following the tremendous success of her television show, Gina released her first cookbook, Down Home with the Neely's, which quickly earned her a place on The New York Times bestseller list.

TIMES SQUARE FASHION WEEK PRODUCER & FOUNDER



DEE RIVERA

Dee Rivera is considered by many in the hispanic community as the latina "Anna Wintour", bringing nearly 20 years of fashion and public relations experience, working with some of the most recognizable fashion, beauty, luxury, lifestyle brands and celebrities in the world, Dee has her polished finger on the pulse of the next big trend.

Born & Raised in NYC[Bronx Made] Dee's background started in publishing working for magazines such as Modern Bride Magazine, Essence Communication and spent 3 years as the Director of Fashion at Latina Magazine where she successfully created fun and fashion forward pages and celebrity covers that included Jennifer Lopez, Eva La Rue, Jon Secada, Rosie Perez, and a plethora of other celebrities.

Her career shifted when she decided to dabble into public relations. She started working as a freelancer where she helped produce New York Fashion Week at Bryant Park. “I remember looking at Fern Mallis and saying” I am going to do what she does one day” This led to her working with celebrity designers and securing press for clients, this led her to producing events.

Ever the entrepreneur, the rest is history. She is the creator of Latinista.com , Latinista Fashion Week, Hamptons Fashion Week, Times Square Fashion Week , and Glambition Knocking Down Walls in Heels.

DCG notable clients include Bloomingdales, IMAN Cosmetics, SONY, WH Design, Vera Moore Cosmetics, Cenia for HSN, Jane Carter, Kim Baker Beauty, HempXtra, Walgreens, As Seen On TV, Sirius XM, Helen Yarmak, Plush Vodka among many others As CEO and founder of DCG Public Relations and DCG Group Media, Dee is an expert at crafting and delivering the messages of her brands to the media, and consumers alike. She works tirelessly to secure the top print outlets as well as high profile digital magazines, blogs, and national TV. With a gift of the pen and a flair for the dramatic, she is also a jet setting lifestyle writer, forthcoming author and dog lover.

Her new book Glambition Knocking Down Walls In Heels helps inspire women to break barriers in the workplace with no apologies.

Follow us at IG: @dcgpublicrelations

**FOR MORE DETAILS
CONTACT
dee@dcgpublicrelations.com**

TIMES SQUARE FASHION WEEK

TIMES SQUARE,
FATHER DUFFY SQUARE

12TH SEPTEMBER 2021 | 3 P.M.- 6 P.M.
MUST RSVP

timessquarefashionweek2021nyc.eventbrite.com



Gloria Lee



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James Lane
— POST —

K'dara

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KM
Kristine Murillo

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