A FASHION REVOLUTION

SEPTEMBER 12, 2022

NEW YORK FASHION WEEK RECAP

THE GLASSHOUSE NYC
It was a defining moment for me when my son started caring about what he wears - like I do every day - but realized his options were limited because of his leg braces and inability to manage button and zippers. As a fashion designer, I knew I could do something to solve his problem. As a mother, I also knew this problem was much bigger than him.

—Mindy Scheier
OUR MISSION

Runway of Dreams empowers people with disabilities to have confidence and self-expression through fashion and beauty inclusion.

We work to give people with disabilities access to fashion that excites and empowers them.

We raise awareness, educate consumers, advocate for industry change, develop the next generation of design innovators and provide access to fashionable adaptive apparel.
A FASHION REVOLUTION 2022 LIT UP NEW YORK FASHION WEEK

RUNWAY OF DREAMS ONCE AGAIN MADE FASHION HISTORY…A TRUE PLATFORM BRIDGING THE FASHION INDUSTRY TO PEOPLE WITH DISABILITIES.

70+ models of different ages, ethnicities, background and disabilities lit up NYFW wearing adaptive looks from

KOHL’S  TARGET  TOMMY HILFIGER ADAPTIVE  ZAPPOS ADAPTIVE
ADIDAS  STEVE MADEN  FRENCH TOAST ADAPTIVE  STRIDE RITE
UNHIDDEN  MAGNETIC ME  STEMWEAR  NO LIMBITS

Over 500 guests, supporters and sponsors energized the room with cheers of celebration that true change is here!

IT WAS NOTHING SHORT OF MAGNIFICENT.

VIEW THE SHOW
OUR HOST

LOGAN ALDRIDGE
Athlete, Adaptive Fitness Instructor & Adaptive Training Director

“Runway of Dreams celebrates and empowers all disabilities. I’m honored to help spread that message and play a small part in bringing more recognition to the world. We all belong and deserve to be celebrated.”
Runway of Dreams proudly presented its **INSPIRATIONAL ACHIEVEMENT AWARD** to **CHRIS NIKIC**.

Chris set a new world record by being the first person with Down Syndrome to complete a 140.6 mile Ironman. His mission is to inspire others like him to pursue their dreams and goals.

His greatest achievement is showing others how shifting your focus from your disabilities to your abilities and pursuing your dreams with an unwavering tenacity, a positive attitude and a no-quit grit can help anyone achieve their goals and dreams.
Runway of Dreams proudly presented its PIONEER OF CHANGE AWARD to KOHL’S for their work to bring inclusion and representation to the retail industry. Kohl’s believes that understanding and embracing differences is fundamental to creating an inclusive environment for all. They are committed to being a place where customers feel seen, and their unique needs, experiences and abilities and perspectives are valued and heard.

Accepting the award on behalf of Kohl’s is RON MURRAY, Interim Chief Merchandising Officer.
Through the Runway of Dreams Foundation and AATCC partnership, Tiffany Liao of Thomas Jefferson University, was awarded a scholarship for a project called Lacertilla. Tiffany enjoyed learning about adaptive fashion and determining the functionality of each item in her collection at the intersectionality of form and function. She is planning to use her experience in design and engineering to influence wearable and functional design.

The Fashion Scholarship Fund recently partnered with Runway of Dreams to recognize high-achieving college undergraduates who submit a case study with direct application of adaptive design. This year we recognize Ahmrii Johnson for the design “Evolution Collection”, which featured products that accommodate leg braces and other forms of support tools, have adjustable hems for people with limb differences, are made with sensory friendly fabrics, have easy access closures for people with dexterity disabilities and incorporate body mapping support for joint pressure points.
COLLEGE CLUB STUDENT PARTICIPANTS CAME OUT TO VOLUNTEER!

These dedicated students are our next generation of leaders! Through their volunteerism, they honed business, communication and event management skills that were brought back to their Clubs in preparation of hosting local Adaptive Fashion Shows on their campuses.
RUNWAY SPONSORS
SOCIAL MEDIA
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TIKTOK

ONE WEEK AFTER

CONTENT INTERACTIONS 2,015

VIEWS 4.15 MILLION (FROM INFLUENCER/BRAND/MODEL VIDEOS)

FOLLOWERS +1K

We were proud to be the presenting sponsor of the 2022 Runway of Dreams Fashion Show.
YOUTUBE

Peak Concurrent Premiere Viewers: 856

YDT Views (A/O 9/28): 9,681

One week after
I've had the pleasure of serving on the board of the Runway of Dreams Foundation for the last four years and last night was truly a night to remember as we celebrated the 7th anniversary of A Fashion Revolution, Runway of Dreams' adaptive fashion show during New York Fashion Week.

Thank you, Runway of Dreams for inviting me to present two very talented designers Tiffany Liao and Amari Johnson with the first awards of the evening recognizing their approach to adaptive design.

At LVMH we are committed to double the number of global employees with a disability by 2025. LVMH is proud to support the work of Runway of Dreams and to continue to support initiatives that foster inclusion, acceptance and equal opportunities for people with disabilities across the fashion industry.

#peoplemakethedifference

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PUBLIC RELATIONS
1.78 BILLION IMPRESSIONS

13% GROWTH YTD
A Fashion Revolution’s 2022 PR strategy focused on collaboration with brands, and higher caliber press hits focusing on both business and human interest.

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<th>ARTICLES</th>
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CLICK ON LOGOS TO VIEW JUST A SAMPLE.
RED CARPET

MINDY SCHEIER, KOHL'S

PHOTOS BY MONICA SCHIPPER/GETTY IMAGES
RED CARPET
RED CARPET
RED CARPET

LOGAN ALDRIDGE, DAVE STEVENS, MINDY SCHEIER

JCPENNEY, MINDY SCHEIER

STRIDE RITE, MINDY SCHEIER, SUPERNOAH, BRIELLA NAIF

DEBRA SWERSKY, ADRIENNE HASLET

LIZZY OJABOKOFO

PHOTOS BY MONICA SCHIPPER/GETTY IMAGES
MINDY SCHEIER, RON MURRAY

CANINE COMPANIONS

LOGAN ALDRIDGE, SUPERNOAH

MINDY SCHEIER, DAVID & WENDY BASSUK

MINDY SCHEIER, RON MURRAY

MINDY SCHEIER, GAMUT MANAGEMENT

OLIVER & MINDY SCHEIER, CANINE COMPANION

GIGI ROBINSON

PHOTOS BY MONICA SCHIPPER/GETTY IMAGES
TESTIMONIALS

"This has been an amazing experience. THANK YOU...THANK YOU...THANK YOU."

I do not know how to begin to express my extreme gratitude to be a part of this movement. I am not only honored but so thankful to be a part of ROD Foundation.

Thank you for making me be a part of this and also GAMUT Management. You have started a great new industry and I cannot wait to see what is in store for the future.

– Vinny, Model

"The show was AMAZING! I watched virtually and every one of our NMG guests expressed how wonderful and inspiring the show was! They also said that it’s the BEST runway show that any of them got to see all NYFW."

– Monica Gonzalez, Neiman Marcus

"NYFW with Runway of Dreams was SPECTACULAR and I don’t think I will ever be the same! I’m beyond thankful for this extraordinary experience to show the world the power of people with disabilities being celebrated and championed for their beautiful lives and stories. This is history in the making!"

– Lauren, Model

"EPIC night. Best show, best fundraiser I’ve ever been to..."

– Moms of Peloton
What an incredible evening attending the @runwayofdreams fashion show for New York Fashion Week in NYC!! Big THANK YOU to @striderite for the most gorgeous adaptive shoes and having us as your VIP guests for the show. This whole experience was incredible and truly heartfelt! Brielle was able to be seen and represented in the world of fashion! We got to meet so many friends we have followed for years on Instagram! Thank you @mindyscheier for truly starting a fashion revolution and bringing adaptive fashion to life across so many brands!! What an amazing night!

– Brielle’s mom

You don’t get a lot of chances in life to be a part of history in major ways, but this one really hits home.

I had the honor of being invited to represent and model Tommy Hilfiger for New York Fashion Week with Runway Of Dreams and the event was no less than unbelievably incredible.

Sold out and standing ovations to celebrate major brands giving people with disabilities a voice and place to shine through fashion too.

DISABLED BUT NEVER UNABLE!

Never limit what God can do no matter a physical or even more mental/emotional disability. We all have challenges in life, some more visible than others. It’s about what you do with what happens to you, not what happens to you.

– Myles Berrio

“This week one of my dreams came true.”

– Yarelbys, Model

TESTIMONIALS
WOW! We had the most incredible time at the Runway of Dreams event last night. Your organization has advanced such important work, and STEVE MADDEN is beyond humbled to be involved.

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– Steve Madden Team

“I have the greatest job in the world. I get to hit the red carpet with my BEST FRIEND and costar Mindy Scheier for Runway Of Dreams in the most incredible looks courtesy of Tommy Hilfiger. If you don’t know, ROD is challenging the fashion industry to become more inclusive by offering adaptive fits in gram-worthy styles. I cannot imagine a better cause to rally behind. A tiny secret many people don’t know about me: I have Tourette’s. It’s really hard to wear hard collars because my neck tics go wild. Getting to interpret in the most comfortable and most iconic Hilfiger suit while models with all forms of disability stunned us on the runway reminded me what I love what I do.”

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– Grey Pelt, Interpreter

“This experience was so magical and monumental for both myself and Makayla. We were so moved and shed tears of joy and gratefulness last night and this morning.”

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– Tamika, Makayla’s Caretaker, Event Attendees
"Best NYFW RUNWAY show! Honored to support my friends @wearstemwear & @adriannehaslet at last night’s Runway of Dreams show! They are proving that clothes and accessories CAN make a difference! Everyone wants to look and feel beautiful! Period!"

– Ruthie Davis

Man, I hope I did ok at the show and delivered!! Thank you so much for that opportunity. It was life changing for me.

– Brandon, Model

“Brava for an incredible show: inspiring, informative, moving, loving, fun, awesome, beautiful, colorful....and did I mention inspiring? Your foundation spreads so much JOY!!

Giving Caden a chance to be seen and celebrated for who he is, in such a way was spectacular and very heartfelt. Thanks for giving Caden such a lovely experience with his brother—it will be a lifelong memory!

Wishing Runway of Dreams continued success in engaging the world in this very important and beautiful mission.”

– Caden’s Mom

“Congratulations!!! That was the most incredible event I’ve ever witnessed!”

– Kohl’s Press Team
You and the team did an AMAZING job. Everything last night was perfect.
Our teams were impressed.
It is rare to see a runway show with so much heart, energy and meaning.
I loved every minute of it.

– Claire-Aude Staraci, LVMH

Wanted to let you know that tonight was one of the highlights of my career.

Never been more proud to work in adaptive. Appreciate the partnership.
Look forward to much more.

– Joshua Norris, Silverts Clothing

“I feel so alive and reignited. I was on some self doubt sh*t for so long and now I’m ready to work and feel so grateful.”

– Mariah, Model
THANK YOU

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TOMMY HILFIGER

STEVE MADDEN KIDS

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ALEXA DRIANSKY
DAWN ROBERTSON
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IRA MELNITSKY
STEPHEN SPARROW
KARTHIKEYAN SHIVARAMAN
RONALD MURRAY
AFERDITA NEZAJ
CHRIS PHILLIPS

ELAINE HUGHES
ICHELLE WLAZLO
KATHRYN CORDES
MICHAEL KOHNER
DAVID AND WENDY BASSUK
PAUL ROSENGARD
ANDY, JANE AND ALEXANDRA GRAISER
LYNN USDAN
ALDEN LURY
MARC MENKOWITZ
JAIMEE ORANS MARSHALL
PAUL SCHEIER

MATTHEW SCHIFF
LARRY LEONARD
GARY SHEINBAUM
ANN MACCARTHY
SONIA LAPINSKY
MATT LAUKATIS
BRYAN ESHELMAN
COSMO DENICOLA
JOHN SAMUEL
MARK TOMALLO
THANK YOU!

QUESTIONS? CONTACT NATALIE BRENNER, NATALIE@RUNWAYOFDREAMS.ORG