Break Free

Break Free NYFW is an immersive runway experience of art, design, fashion, and social issues. The show will be held during New York Fashion Week in September.

Break Free NYFW is a runway show with a cause to lead the discussion on mental health and substance use disorders within the fashion industry. We have invited mental health and recovery activists to not only walk in this show as models, but to be featured designers showcasing their collections for the world to see.

Leading up to the show, there will be panel discussions on mental health and substance use in the fashion industry. There will be a moderator leading the panel, as well as an opportunity for members of the press and attendees to ask the designers and panelists questions directly.



7.8 MILLION+
Reach with Invited Influencers

300+
Attendees

50
Members of the Press Covering the Event

"This NYFW Designer Is Making Mental Health Advocacy Fashionable" - Cathy Applefeld Olsen, Hollywood & Mind

Forbes

"Representation matters—and that was the case at [Break Free] during New York Fashion Week"

E! NEWS

"Break Free is on a mission to deliver the difficult conversation of substance use disorder and mental health issues through fashion"

no kill MAGAZINE