

Press Release
July 2024

West 18th Street Fashion Show
116 W 18th Street
Kansas City MO 64108

For Inquiries please contact:
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****FOR IMMEDIATE RELEASE****

STITCHING THE COMMUNITY TOGETHER: 25 YEARS OF TAILORED BEAUTY
THE WEST 18TH STREET FASHION SHOW

[KANSAS CITY] The West 18th Street Fashion Show celebrates its 25th anniversary spectacle, *Mercurial Summer*, taking place on **June 14th 2025 at Dusk** located at 116 W 18th Street KCMO. The show has been a successful platform to elevate garment focused artists, musicians, designers, cinematographers and photographers since 1999 on a local, regional and international level. Standing as Kansas City's most historic fashion production, *Mercurial Summer*, invites past alum and emerging visionaries to explore nuances of fashion and technology.

The West 18th Street Fashion Show ties elements of story-telling, generating themes that are intuitive responses to current events. The group has proven itself resilient to the world's happenings, viewing artmaking as a *necessity* especially during the world's most trifling times. In 2020, the West 18th Street Fashion Show brought its production to the movie screen, making themselves a completely COVID free production, and showcasing Kansas City's brilliance at the Boulevard Drive- In. Amongst social distancing regulations, The West 18th Street Fashion Show, seized an opportunity to collaborate with non-traditional partners, like architects, whose projects have been halted due to the pandemic, bringing *Summer Tableau*, an interactive street experience for viewers to roam safely.

The fashion show returns to its roots with a 100 foot runway, bringing *Mercurial Summer* as a spectacle for exploring notions of technology, communication, and futurism. The West 18th Street Fashion show invites designers to explore non-traditional materials, collaborate with tech-forward companies, and consider their own relationship with digital and analog world-building. The 25th anniversary show extends beyond paying homage to its past success, but opens up opportunities for self presentation and the elevation of the midwest aesthetic.

The West 18th Street Fashion Show is an integral part of Kansas City's creative community. Please join the West 18th Street Fashion Show as a publisher and build an audience through this progressive tradition. In reviewing the show, you stand as an equal contributor to the legacy of the West 18th Street Fashion Show. ***Language buttons up a well tailored project.***

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The Impact of the West 18th Street Fashion Show:

The West 18th Street Fashion Show paves a path for creatives to debut their work to a national audience. Our show has won 14 international awards including The Harlem Film Festival and collections from our show have been featured in Italian Vogue, Women's Wear Daily and The New York Times. A perennial "Best Of" in The Kansas City Star, The Pitch, Kansas City Spaces, and KC Studio, The West 18th Street Fashion Show takes a village and has built decades of opportunity for regional artists to attend and be included in Paris and New York Fashion Week, win scholarships and be selected for educational and grant awards. The West 18th Street fashion is committed to sustaining the arts community by providing opportunities and resources for emerging and established creatives.

Socials / Connect

Instagram: @west18thstreetfashionshow

Website: west18thstreetfashionshow.com

