



VOGUE

SPRING 2020 READY-TO-WEAR

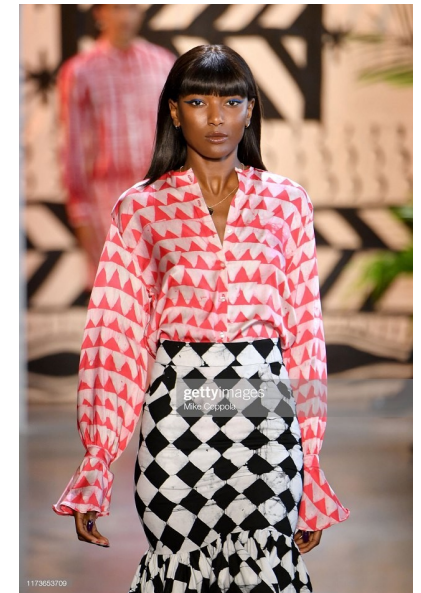
Studio 189

COVERAGE COLLECTION ALL SEASONS



NEW YORK, SEPTEMBER 11, 2019
by LAIRD BORRELLI-PERSSON

Pharrell's "Happy" could be the theme song of the spring 2020 season here in New York. Designers are responding to turmoil with bold statements of optimism. And they're doing so collaboratively and theatrically, with music and dance performances in inventive venues that invite audiences to, as Pharrell did in his hit song "clap along if you feel like that's what you wanna do." Fun and games are fine, up to a point. But sometimes we need to move



NYFW SS20 STUDIO 189

BICOASTAL
MGMT

1385 Broadway, Suite 1001, New York, 10018
+1 212 590 0129 | info@bicoastalmgmt.com