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EMMA ALTMAN APPAREL PRESENTS
LET'S PLAY | SS'19

NEW YORK, NEW YORK: Emma Altman Apparel is pleased to announce that the designer label will premiere its new *Let's Play S/S '19* collection at Style Fashion Week. Altman was selected to present her first major runway show for the globally recognized event this past winter, and has since kept up the pace, showcasing her latest work at the final edition of *Warped Tour* over the summer. *Let's Play* sources inspiration from Tokyo street fashion and 80's workout attire, building on the brand's distinct 90's-raver-meets-the-future aesthetic.

100% vegan and cruelty-free, the brand's mission is to empower young women to take on the challenges of modern life. Elegantly straddling the line between beach goth and candy raver, Altman's garments infuse fresh energy into streetwear. Whether the color scheme is bubblegum pink, holographic or glossy black, the new collection channels tropes of femininity into outfits which emanate pure confidence.

Born and raised in New York City, fashion designer Emma Altman attended Rhode Island School of Design. She has worked previously with world renowned Fashion Designer Betsey Johnson. Her line has already been showcased at New York Fashion Week (Fall/Winter 2018), Ricky's NYC, and Brooklyn Bazaar. Her work has been reviewed internationally, including print features in *Vanity Hype* (London), *Gisele Magazine* (Tokyo), *Surreal Beauty* (Ansbach, Germany), and *Organic Hudson Valley* (New York).

EMMA ALTMAN | STYLE FASHION WEEK
LOCATION: 311 W 34th St,
New York, NY 10001

Emma Altman Apparel Runway Presentation:
September 8th, 2018, 7pm

INQUIRIES - RSVP: emmaaltmanapparel@gmail.com

EVENT: <https://goo.gl/ZHwj19>
GALLERY: <https://goo.gl/g1FxnM>