

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contacts:

Grace Skowron

[gskowron@vols.utk.edu](mailto:gskowron@vols.utk.edu)

(630) 453-4013

**New York Fashion Week 2024**  
*Frederick Anderson's Modern Luxury*

NEW YORK – February 2024 – Frederick Anderson presents his new clothing line for the Spring 2024 New York Fashion Week show. He is scheduled to close NYFW on Feb. 14 with his Fall/Winter 2024 collection at the Prince George Ballroom in NoMad. Anderson will be attending the show for the fifth time since 2019.

You can watch Anderson's show at 4 p.m. Eastern time on NYFW's website.

Anderson's 2024 collection is said to be grungy and give a rock n' roll feel. He is known to experiment with different styles like in his 2022 show that incorporated a variety of textures and colors, or his first show "Renaissance" which displayed glitz and glam.

"It's about this idea that blues led us to country music that led us to rock n' roll," said Anderson. "It's a story of the progression and integration of these ideas and cultures."

When asked who his target customer is, Anderson said, "I say all the time that fashion is your conversation with the world. The Frederick Anderson girl is an individual and likes to make a statement with her clothes. She is not shy or afraid to take chances. I like to think that my clothes help give her the confidence to be a fashionable individual. My clients are also concerned about the quality and love my deep understanding of fabrications and fit."

Anderson continues his preparation for his show by making final touches and reviewing each piece of clothing before it hits the runway.

Additional Information:

For more information on Frederick Anderson, you can visit his Instagram page

@frederickanderson\_designer. For more information about NYFW, please visit <https://nyfw.com>.

**About Frederick Anderson:**

Anderson came to New York City at age 16 to study dance. Throughout the years, his passion turned more to design and ever since he has been creating well-known collections that are admired by the fashion industry. This will be Anderson's fifth show in NYFW. In the coming months, Anderson will be opening his own boutique located at 110 East 31st Street.

**About New York Fashion Week:**

“The Shows is the preeminent New York Fashion Week destination at the forefront of shaping culture, trends, and the evolution of American fashion. NYFW: The Shows provides leading designers from around the world with an unrivaled global platform to showcase their collections bi-annually every February and September” (nyfw.com). NYFW takes place twice a year. Once in the fall and once in the spring. This is for designers to showcase their new collections for the new season.

###