

Lowe's Is Bringing New York Fashion Week From Runways to Homes

With large swaths of the U.S. still hunkered down at home, Lowe's is teaming with leading fashion designers Jason Wu, Christian Siriano and Rebecca Minkoff to bring New York Fashion Week from the catwalks into the home.

The collaboration is among chief brand and marketing officer Marisa Thalberg's efforts to reimagine the home improvement retailer since joining in February.

"One of things I love about being at a brand of this scale is it allows you to do things in a different way," she told Adweek.

The decision to launch the admittedly unexpected partnership—pairing a home improvement store with clothing, rather than interior, designers—was born out of the insight that the connection between style and home has never been stronger, Thalberg said.

It hinges on two ideas: that the home is central to the thinking of the fashion world right now, and that Lowe's is an ideal collaborator because it is a leader in home decor and home improvement.

"We started thinking about how we make fashion feel in tune with the zeitgeist of the time we're living in," Thalberg said. "There's a story to be told between fashion and our homes. And fashion is not just what we wear but how we express ourselves."

As part of the partnership, Lowe's will provide the materials—including lighting, furniture, flooring and building

supplies—chosen by these tastemakers to build the sets for their runway shows.

“What this is, is an opportunity to allow the leading fashion voices to pivot a little too,” Thalberg pointed out. “You can both bring to each other something you might not have achieved on your own.”

In turn, customers will be able to shop and glean inspiration from each of the designers’ curated selections on [lowes.com](#), which can be viewed beginning at midnight on Sept. 8.

“When you go deep on [lowes.com](#), there is so much no matter what your budget or personal style is,” Thalberg said. “The ambition of great style doesn’t have to be limited to the elite, because these are products we sell every day.”

In addition, the shows will be livestreamed via Lowe’s Twitter account. To reserve a virtual seat, customers should visit the retailer’s Twitter and Instagram accounts. More details surrounding the shows will be announced in the coming weeks on Lowe’s Instagram, Twitter and on [lowes.com/NYFW](#).

Lowe’s worked with public relations firm FleishmanHillard and agency IMG for the project.

For Thalberg, the underlying aim of the campaign is to get people to see Lowe’s in a new light or to take a fresh look at the retailer while they are focused on their homes, but in a way that’s genuine and unique. “Fashion Week is always about bringing these storytelling visions to life,” Thalberg said.

The offering also builds on the joy of discovering new things with that elusive treasure hunt that’s at the core of a great shopping experience. The selections from Wu, Siriano and Minkoff provide a range of ideas to style DIYers’ homes in ways they may never have considered before.

Following the shows, Lowe’s and the designers also aim to give

back, with the retailer assisting with home improvement projects for each of the three creatives' communities by making high-style design accessible to those impacted by the pandemic.

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