

RUNWAY
OF DREAMS™
FOUNDATION

WHERE THERE'S A WILL, THERE'S A RUNWAY™

FASHION REVOLUTION 2020

Virtual Fashion Show Recap

THE SHOW MUST GO ON!

Creating a Virtual Fashion Revolution



While the global pandemic has changed our work dramatically, we will not be stopped. People with disabilities must continue to be included, empowered and considered in the world of fashion. On September 14th 2020, in lieu of the annual RoDF Gala, we produced a virtual fashion show to keep the momentum going, raise funds and ultimately broaden our message and reach. This virtual medium gave us the ability to work on marketing from a much more global standpoint, targeting entities that we can tie in to other aspects apart from fashion and accessories. Our goal was to bring in social media influencers, talent, and amazing models to increase our viewership and reach the disability community in a way we have never been able to before.

Click [HERE](#) to watch the Virtual Fashion Revolution!

RUNWAY SPONSORS

RODF Fashion Revolution 2020 became a historical occasion, being the first time these major fashion brands have ever shared a runway.

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MEET THE MODELS

TOMMY HILFIGER ADAPTIVE

Runway Models



BRANDON FARBSTEIN

At just 20 years old, he is a renowned empowerment speaker, Gen Z activist and author who inspires millions of people across the globe.



GRACE STROBEL

Grace Strobel is an inspirational 24-year-old model and speaker with Down syndrome. She has been featured in Forbes, on The Today Show and in 15 different magazine publications, with three cover stories.



KEAH BROWN

Keah Brown is a journalist, author, and screenwriter whose work can be found in The New York Times, Glamour Magazine, Marie Claire UK, Harper's Bazaar, among others.



MARTY O'CONNOR

After suffering a spinal cord injury in 2012, Marty set out to make a difference in the world and founded the Marty O'Connor Foundation for Progress. He now runs his own creative agency, hosts a podcast, and is writing his first book.

TOMMY HILFIGER ADAPTIVE

Runway Models



KNOX GIBSON

Knox is 13 years old from Australia, and has a limb difference due to a childhood accident. He is a skilled athlete and plans to compete at the Paralympics. Knox uses his modeling & TV career to advocate for inclusion.



JESSICA FREW

Jessica was born with cerebral palsy and communicates with an eye gaze computer. She is 18 years old and is starting her career as a model. Her mom's recent cancer diagnosis inspired her to advocate for people with disabilities.



MIRIAM REVESZ

Miriam struggled with treatment-resistant mental health issues for half her life. Despite this she is a certified Pilates and Aerial yoga teacher, an entrepreneur, and filmmaker. Miriam is passionate about changing perceptions and increasing inclusivity.



YING XIN VISSER

Ying was born in Wenzhou, China; adopted to the Netherlands in 2006. She loves fashion and models for Diversity Model Agency. Last year she was featured in a TV program investigating what defines 'real beauty.'

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Runway Models



MELISSA BLAKE

Melissa is a writer, blogger, and disability advocate. She has an award-winning blog, *So About What I Said*, that covers disabilities, relationships, lifestyle, and pop culture.



CORY LEE

Cory Lee has traveled across all 7 continents while running his travel blog *Curb Free With Cory Lee* where shares his accessible, and sometimes not-so-accessible, travel adventures. He has won a Webby Award and 2 Lowell Thomas Awards.



ESTELA LUGO

Estela's background in interior & product design, marketing, and creative direction brings an unique approach to connecting the disability community to wellness, empowerment and health. She is the co-host of the EmBrace It Podcast.

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JULIAN GAVINO

Julian represents his respective trans and disability communities through multiple mediums - writing, art, modeling, and content creation. His dream is to normalize and destigmatize trans and disabled bodies in the media.



JAIME TORRES

Jaime Torres, a Best Buddies' Global Ambassador, is an outgoing and outspoken advocate for himself and others with IDD. Jaime is an active member of the community, is the president of SAIL, and a board member for SAND Florida.



XIAN HORN

Xian Horn is a joyful half-Asian woman with Cerebral Palsy, who is founder of the non-profit, Give Beauty Wings. She is an advocate, speaker, blogger, and Exemplar for the AT&T NYU Connect Ability Challenge for Assistive Technology.



Runway Models



HALLE COSGROVE

Halle was born in California in May of 2018. Her favorite color is pink, she loves chocolate and her big brother is her best friend and protector. Her biggest goal right now is to learn how to walk independently, but until then her favorite toy walker does the trick!



CALEB PREWITT

Caleb is an energetic 13-year-old student, an athlete, a cook, model, dancer, and most importantly, a loved family member. He participates in a number of sports with a local Special Olympics team, including Equestrian, Track, Swim, Golf.



SIENNA VRATIMOS

Since the first time in front of the camera Sienna has been a beacon of light for advocacy of inclusive imagery that change perceptions, and ignite the future of children with disabilities in collaboration with various brands and magazines.



SARAH RODILES

Sarah is 5 years old, born with Klippel Trenaunay Syndrome. Her family calls her Chula which means gorgeous. She loves to do ballet and arts & crafts, and her kitten Henry. Her motto is "I always look beautiful."

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Runway Models



RYAN FITZPATRICK

Ryan is a high school student who loves sports. He is on the cross country and swimming teams for his school and plays wheelchair basketball for the Ryan Martin foundation Trojans. He is interested in fashion, especially sneakers.



SEBASTIAN ORTIZ

Sebastian Ortiz is a happy 8yr old boy with Cerebral Palsy. He love's fashion and looking fly. He enjoy's surfing, adaptive baseball and wheelchair basketball. He had his Broadway debut in "A Christmas Carol" November 2019.



JOSIE MEADE

Josie is a happy five year old living with Prader-Willi Syndrome and a Chromosome 6 deletion. She loves fashion and is excited to be making her debut on the runway as a model for New York Fashion Week.



RUBY ARDOLF

Ruby Ardolf is a disability advocate who shares stories of her life on social media in an effort to educate and change perceptions around blindness and disability. She has over 300k followers and has been featured in The Washington Post.



Runway Models



KELVIN PARKER

Kelvin is a 4-year old above knee amputee. His motto is "Walk with me on my amazing journey to success!"



BRIELLA NAIF

Doctors said that this happy 6-year old may never walk or talk on her own. After a life changing surgery, Briella is confidently walking, talking, and reading. She loves showing the world her unstoppable power, joyous smile, and determination for life.

MEET THE TALENT

SHANE AND HANNAH BURCAW

Shane is the author of several award-winning books about disability, is the President of Laughing At My Nightmare, and a renowned public speaker. Hannah films and edits the “Squirmy & Grubs” vlog which has over 670,000 YouTube subscribers.

Together, Shane and Hannah are writing a YA non-fiction book called *INTERABLED* which will profile 30 interabled couples to normalize dating with a disability.



BRENNA HUCKABY

Brenna Huckaby is an American snowboarder. She competed at the 2018 Winter Paralympics, winning gold medals in the snowboard cross and banked slalom. She is the first Paralympian to appear in the Swimsuit Issue of Sports Illustrated.

An osteosarcoma diagnosis in 2010 resulted in the amputation of her right leg. A month after her amputation surgery, Huckaby got her first prosthetic leg and set her eyes on the slopes.



STEVE WAY

Steve is a 29-year old substitute teacher by day and stand up comedian by night. He was born with Muscular Dystrophy and is an advocate for disability awareness.

Steve performs stand up in the NY/NJ area, motivational speeches around the country, and can be seen in the Hulu show *Ramy*.



RICK ALLEN AND LAUREN MONROE

Rick Allen has been the drummer for Def Leppard since 1978. He overcame the amputation of his left arm in 1984 and continued to play with the band.

Lauren Monroe is a vocalist, songwriter, musician, and author who creates a direct and personal experience of spiritual oneness and healing for audiences and students alike.



ALI STROKER

Ali Stroker made history as the first wheelchair user to win a Tony. She won the 2019 Tony Award for Best Featured Actress in a Musical for her performance in *Oklahoma!*

Stroker has been a co-chair for Women Who Care, which supports United Cerebral Palsy of NYC and is a founding member of Be More Heroic, an anti-bullying campaign.



SOCIAL MEDIA + PRESS

A FASHION REVOLUTION CONTINUES



SOCIAL MEDIA CAMPAIGN

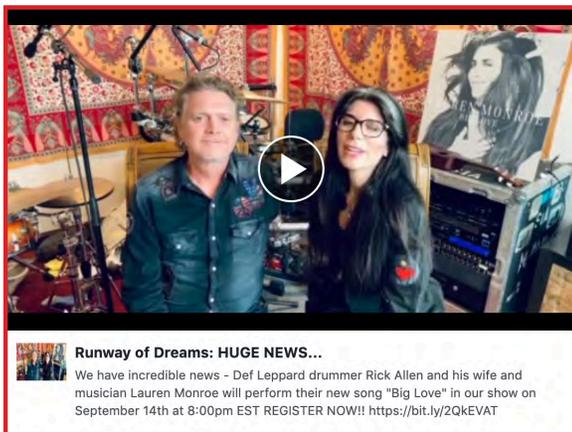
This year we ran a 100% organic social media campaign with no paid advertising. With the help of our models and talent, it was a complete success.

The campaign included regular announcements, spotlights of both models and talent, features on our talent's and model's social feeds garnering their fans and audience, and features on our sponsor's social media channels.



SOCIAL MEDIA POST HIGHLIGHTS

Leveraging the audience of our high profile talent and models increased awareness and visibility of the event.



38K Reach

Rick Allen + Lauren Monroe



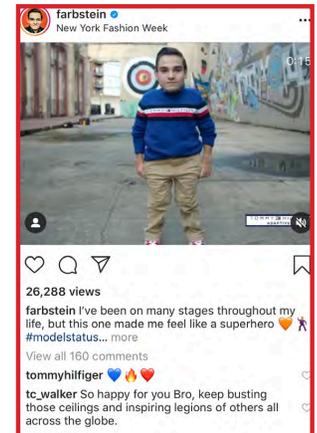
125K Views

Shane + Hannah Burcaw



9.4K Likes

Melissa Blake

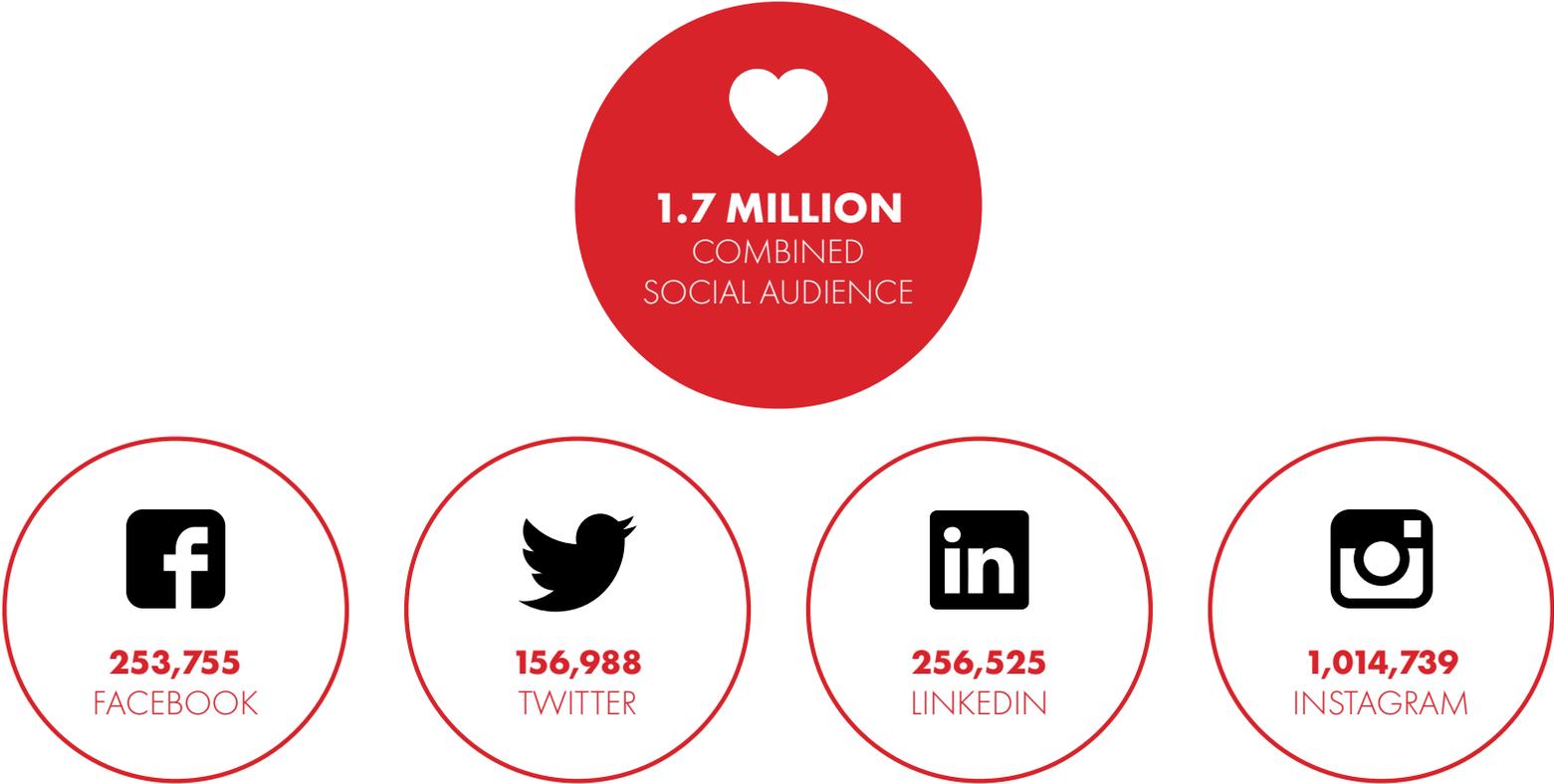


26.2K Views

Brandon Farbstein

SOCIAL MEDIA REACH

Runway of Dreams talent has an impressive social reach over multiple platforms.

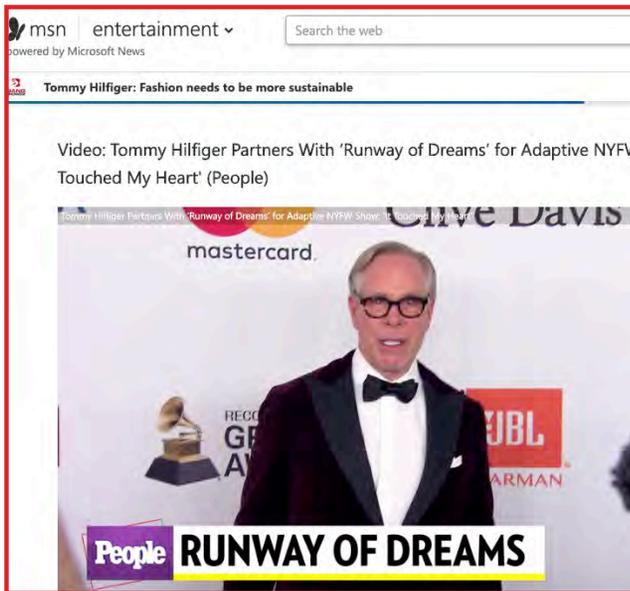


PRESS

The Fashion Revolution garnered **over 500 Million** media impressions! It was covered by notable publications across the spectrum both locally and nationally, including E!, People, WWD, MSN, CNN, CBS, Yahoo, Chicago Tribune, Associated Press, Fashion United, and many more.

Click [HERE](#) to view our key press coverage

For a full list of press, please contact us at press@runwayofdreams.org



SHOWTIME!

VIEWING METRICS

We had substantial participation and engagement at the live show, and even more viewers after the fact!



6,200
YOUTUBE VIEWS
IN 30 DAYS



1,231
LIVE SHOW
ATTENDEES



1,200
FACEBOOK VIEWS
200+
ENGAGEMENT

AUDIENCE COMMENTS

Really Awesome Show! Watched From Miami! Never Felt So Close. Cassio.
They are all amazing and look great!
I'm watching, Frew!!! Soooooo AWESOME!!!
You are all Fantastic !!! Keep it up and good show
Positive vibes to everyone involved
SO inspiring!!!
Awesome event!
Go Shane and Hannah!!! :D
So excited to be here!
So excited!!
Thank you for what you all do.
So glad I can be watching this! pnw here.
ZAPPOS adaptive!!! YAY!!!!
Here to show support for Star Boy Kelvin!!!
Thank you for doing this!
Oh wow that so cool Tommy Hilfiger clothes
why hasn't inclusion always been a thing
This is the best runway show Ive seen!
I've been following NY Fashion Week for almost 40 years - did not know until know that this is part
LOVE LOVE LOVE!! Thank you Minky and Kelsey of Elysium!

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With the addition of the "I am Fashion" contribution tier for individual sponsor opportunities, we were able to obtain more sponsors than ever.

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THANK YOU

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