

Fashion for Action

NOV. 12-14

NEW YORK

For over 30 years, Housing Works has fueled the fight for health equity and an end to homelessness through fashion. Our NYC-based Thrift Shops, auctions, and online retail directly support our wraparound services and advocacy to uplift vulnerable New Yorkers. We proudly call this “retail activism.”

Our annual signature event, Fashion for Action, brings leading retailers, top brands, style icons, and celebrity influencers from around the country to support our lifesaving work. On **November 12 - 14**, the fundraising event and benefit sale is back at our flagship Thrift Shop in Chelsea, NYC. Opening Night kicks off on Thursday, November 12, with a VIP Reception at 5 PM followed by exclusive early-access shopping with cocktails, light refreshments, and a live DJ to round out the party atmosphere.



Fashion for Action 2026 will bring streetwear fashion from across the globe to the streets of NYC, as well as:

- Over \$1 million in NEW men's and women's apparel donated directly by top brands
- Curated “closets” from top stylists and tastemakers
- An exclusive auction featuring one-of-a-kind designer items

All donated pieces and curated closets will be priced to sell at 50–80% off retail, with 100% of proceeds supporting Housing Works' services.

All merchandise donors and event sponsors receive brand recognition through event signage and digital promotion.

To date, Fashion for Action has raised over \$10 million. We hope you can join and support our lifesaving work!

FROM THE WORLD TO THE STREETS OF NYC

PAST CO-CHAIRS

Nigel Barker, Mickey Boardman, Lorraine Bracco, Laura Brown, Thom Browne, Patricia Clarkson, Debbie Harry, Bethann Hardison, Misa Hylton, Iman, Eric Javits, Kesha McLeod, Billy Porter, Cameron Silver, Christian Siriano, Todd Snyder, Anna Sui, André Leon Talley

PAST CLOSET CURATORS

Kelly Augustine, Christie Brinkley, Rachel Comey, Tavi Gevinson, Kathy Hilton, Nicky Hilton Rothschild, Mara Hoffman, J. Logan Horne, Joan Jett, Betsey Johnson, Natalie Kates-Ferri, Preston Konrad, Padma Lakshmi, Stacy London, Mia Moretti, Presley Oldham, Cece Olisa, Heron Preston, Jerome LaMaar Rice, Bradford Shellhammer, Kimora Lee Simmons, Max Siegelman, Timo Weiland

PAST DONATING BRANDS

3.1 Philip Lim, Agnes B., Alexander Wang, Alexis Bittar, alice + olivia, Bianca Chandon, Burberry, Byredo, Calvin Klein, Chanel, Chloé, Cole Haan, COS, Derek Lam, Dolce & Gabbana, Edie Parker, Eric Javits, Etro, Everlane, Giorgio Armani, Issey Miyake, John Varvatos, Kal Reiman, Kate Spade, Lanvin, Loewe, Levi's, Mackage, Manolo Blahnik, Mara Hoffman, MaxMara, Maiyet, Mejuri, Milly, Moschino, Movado, Prabal Gurung, Rebecca Minkoff, Reiss, Simon Miller, Snow Milk, Sonia Rykiel, Ted Baker, Theory, Todd Snyder, Vince, White + Warren, Yumi Kim, Zang Toi, Zero + Maria Cornejo... and many more!

SPONSORSHIP & TICKETS

Seth Pamperin
Director of Development
s.pamperin@housingworks.org

IN-KIND DONATIONS

Christina Liew
Assistant Director of Thrift Operations
c.liew@housingworks.org

Fashion for Action

NOV. 12 - 14

NEW YORK

SPONSORSHIP TIERS

	Couture Sponsor \$15,000	Runway Sponsor \$10,000	Editorial Sponsor \$5,000	Boutique Sponsor \$2,500
Naming rights ("Presented by")	✓			
Tailored activation and/or product placement	✓	✓		
Full integration in PR, including press release boilerplate, custom social media integration	✓	✓		
Logo inclusion in all marketing and press materials and onsite visibility	✓	✓	✓	
Social media and e-blast inclusion before, during, and after the event that reaches 100K followers and 60K subscribers	✓	✓	✓	✓
VIP tickets with access to early VIP shopping on Opening Night, November 12th, 2026	15 tickets	10 tickets	5 tickets	3 tickets

Why Sponsor Fashion for Action

Align your brand with one of NYC's most stylish and socially conscious events while supporting Housing Works' mission to provide housing, healthcare, and a voice for New Yorkers in need.

Sponsors gain powerful visibility and access through:

- **Brand Placement** across invitations, signage, digital ads, social media, and our online shop, RefindNYC
- **Media Exposure** through event press outreach, local and regional coverage, and Housing Works' owned channels
- **Audience Connection** through in-store activations, product placement, and influencer partnerships
- **High-Impact Visibility** through prominent on-site branding before and during the event
- **Custom Benefits** including naming rights, exclusivity, and curated brand integration

PAST SPONSORS

AON

bcm | one

BERGDORF
GOODMAN

Fernway

GILEAD

labcorp

LAMB
Insurance Services

NBC UNIVERSAL

UBS

WESBUILT

Fashion for Action

NOV. 12 - 14

NEW YORK

OPENING NIGHT VOLUNTEER OPPORTUNITIES

Thursday, November 12

Volunteers are essential to creating a seamless, welcoming experience for our guests during Opening Night, the highlight of Fashion for Action. Roles include **merchandising**, **guest support**, **line facilitation**, and **dressing room assistance**.



DAY SHIFTS

Event Set-Up & Merchandising

10AM – 2PM | 1PM – 5PM



EVENING SHIFTS

Sales Floor Support

4:30PM – 8:30PM | 6PM – 10PM

VOLUNTEER PERKS

Exclusive Fashion for Action volunteer t-shirt

25% off coupon for a one-time Housing Works purchase

Fashion
for
Action

NOV. 12 - 14

NEW YORK

FEATURED IN:



ESSENCE

Page Six

People

The New York Times

WWD