Thom Browne to stage next show in NYC in September

By Godfrey Deeny - 28 April 2021

Thom Browne will stage his next fashion show in New York this September, in a show of support for the city and for his partner Andrew Bolton.
His return comes after a five-year stint during which Browne has presented both his menswear and womenswear collections in Paris, a move that significantly weakened the New York runway season.

Bolton is the main fashion curator of the Metropolitan Museum of Art’s Costume Institute. The Met is planning an historic fashion double-header of exhibitions over the next year, which will debut with *In America: A Lexicon of Fashion* in early September.

The exhibition will also celebrate the Costume Institute’s 75th anniversary. And it will coincide with the next New York catwalk season, scheduled to run between Sep. 8 and 12, during which Browne will stage his show. Though the house cautioned that Browne then plans to return to Paris after this brief hiatus in New York.

The designer’s past two shows have been video displays. The first for his spring 2021 collection was staged inside the LA Coliseum, while the second featured Olympic skiing champion Lindsey Vonn racing past a cast of models and mannequins on the slopes of Solitude Mountain resort in Utah.

Browne plans to show his men’s and women’s collections together, though he has not confirmed the date of his show, or its location, or whether he will stage a physical catwalk event. Though most likely, it will be a blend of digital and phygital.

One of America’s most acclaimed designers, Browne redefined men’s fashion with invention of the little-boy suit; and his blend of preppy aesthetics with couture concepts, before translating that to a growing women’s and kids’ business.

In a smart media coup, he dressed Alan Kim, the child star of the Oscar nominated film *Minari* in Thom Browne Kids for this week’s Oscars.

Though still based in New York, in 2018 Italian menswear giant Zegna acquired an 85% stake in Browne’s business, valuing the fashion house at over $400 million.

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