

APP OF THE WEEK: EVEN THOUGH IT'S OVER, THE NYFW APP LIVES ON

🕒 February 25, 2016 📁 Apps, Fashion Week

In our [App of the Week](#) series, we take a look at the newest and coolest apps to see if they're worth a try.

The [New York Fashion Week](#) app for the 2016 season is a gift.

It puts all shows, event coverage, top designers among other things, in the palm of your hands. I watched Marchesa's 12-minute runway show on my iPhone, and I was swept away by their whimsical designs.

All of the high profile shows that you wanted to be at are available through the app including Vera Wang, Reem Acra, Hervé Léger, among countless others. There is a bio for each designer as well, so you can get to know the man or woman behind the designs.

Vocative is the official content provider for NYFW app. Consequently, there is a live feed updated with news about the shows, and consumer responses like the post titled "The 7 Most-Coveted Dresses from NYFW."

The feed is laced with lookbooks, streetwear guides and celebrity news. That app also lets you make your own New York Fashion Week collection where you aggregate your favorite shows, designers and looks.

My favorite feature on the app is the "More" section where you can find venue location, buzzwords of the

season and trending colors. Keep this app around for New York Fashion Week in September — it will be your guidebook.

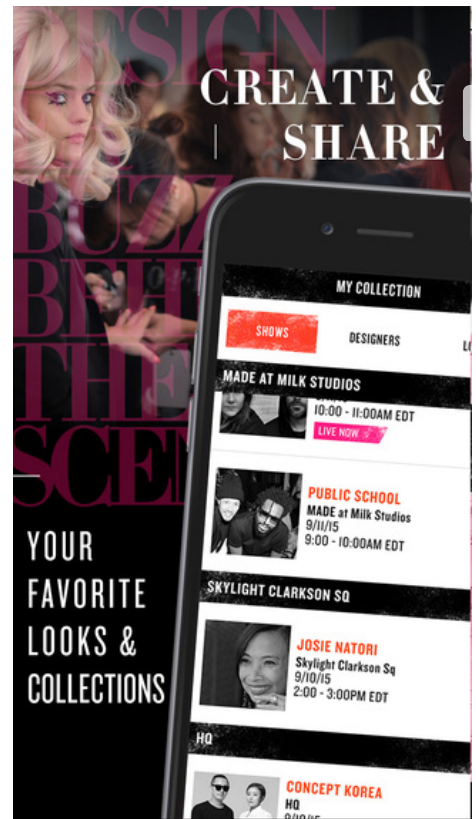
The app itself is high quality. The user interface is seamless — I have no questions about where to go or what to do in this edgy black, white and hot pink app.

Even though New York Fashion Week has come to an end, this app is essential for quick references, catching up on a show you missed and even passing the time.

Watching live runway shows again and again is like watching your favorite episode of “Friends,” it never gets old.

You can download NYFW for free on [iTunes](#) and [Google Play](#)

By Natalie Simone



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