

## PROJECT N° 1

### “GRATEFUL“

Fall Winter 2018 Collection and  
Presentation

Feb 9, 2018

Spring Studios, NYC

### “GRATEFUL“

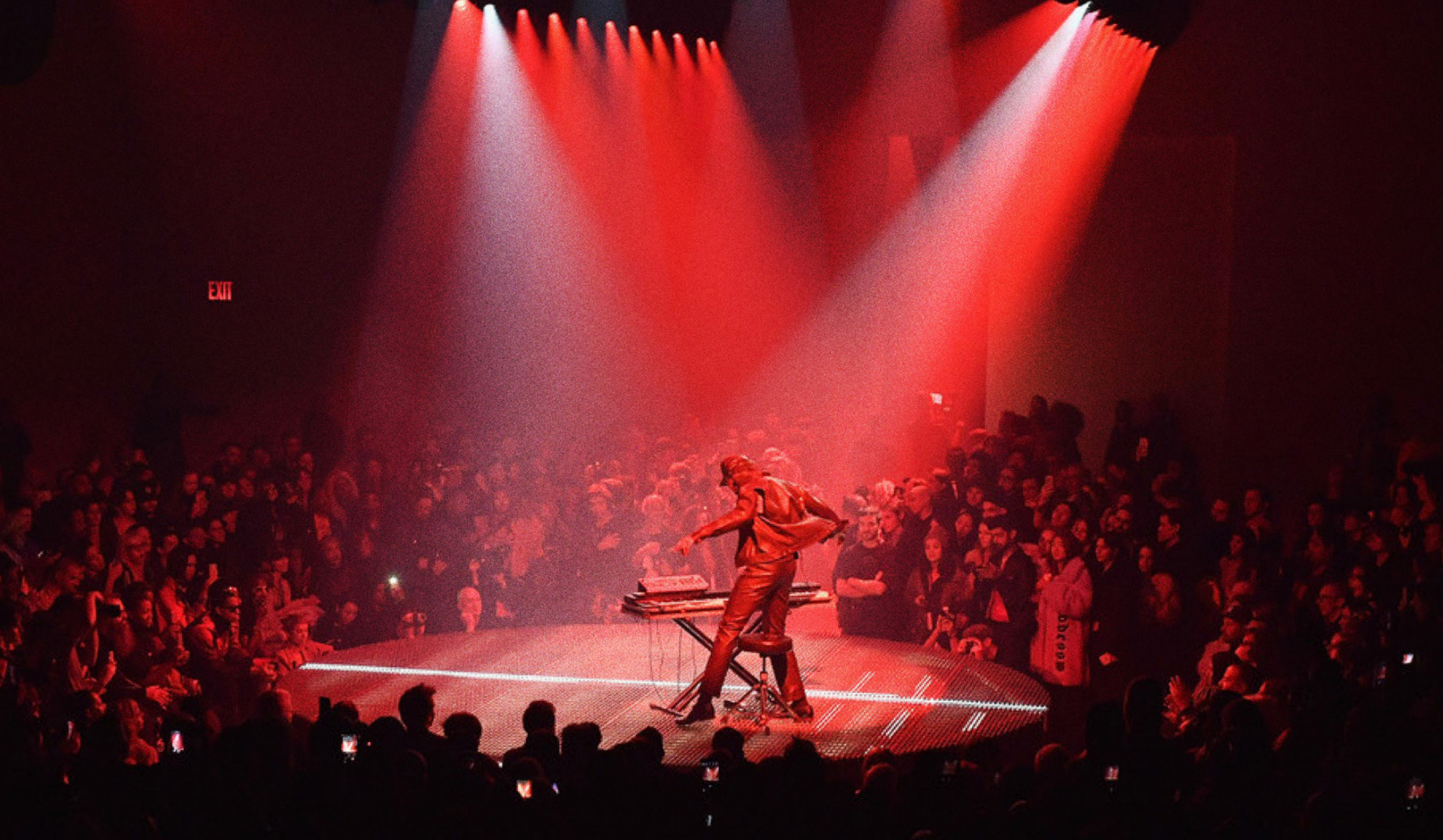
Three months after winning the Vogue CFDA Fashion Fund, Telfar shook the industry again by throwing the most talked about show of NY Fashion Week.

Instead of a runway show, we threw a concert; instead of models, we dressed our friends; instead of using musicians as celebrities — we collaborated with them as artists: towards an idea of music that is deeply human and collectively owned — and a fashion show you could actually *feel*.

Starting with an empty stage, completely encircled by our audience, the show began with the musician Dev Hynes (Blood Orange), parting the crowd and ascending the stage to play the first notes on a keyboard that was awaiting him.

Next, his bandmate Ian Isiah, parted the audience, singing a verse adapted from the East New York parish where he learned to sing as a child. The song was *Grateful*, by Hezekiah Walker.

One by one, artists, friends and even our casting agent ascended the stage singing the very same verse — their voices turning into a chorus as they collected on stage — testifying to the depth of meaning Telfar had to a generation of creatives. Collaborators including Kelsey Lu, Kelela, Arsun Sorrenti, 070 Shake, Oyinda and many more — until Telfar himself emerged to sing us to the finale.



**Dev Hynes (Blood Orange) ascending the stage TELFAR FW2018 presentation.**

**This was the sort of show that induces gasps and causes dozens of grown adults to whisper the word “*magic*”... No question about it – this is New York fashion’s first truly democratic brand.**

**— Jocelyn Silver, DAZED AND CONFUSED**

**[TELFAR] smashes up boundaries and binaries... turning the runway on its ear.**

**— Stuart Comer, Chief curator MoMA, W MAGAZINE**

**It was the most unexpected  
fashion show I’d ever seen.**

**It was a total work of art:  
music, fashion, and art.**

**— JiaJia Fei, VOGUE**

**TELFAR was the best show of New York Fashion Week, period.**

**— Julie Gilhart, VOGUE**

**Undoubtedly this will be one of the most talked-about performances of the week...**

**— Brooke Bobb, VOGUE**



Scenes from the performance of TELFAR FW2018



Telfar Clemens, singing in an emotional finale for FW2018