

NORDSTROM

LaQuan Hearts Nordstrom Fall/Winter 2022 Celebration

February 17, 2022



Since 2006, we have been an underwriter of the CFDA/Vogue Fashion Fund and a continued champion of emerging designers. In October, we celebrated CVFF finalists, including Laquan Smith, to showcase and highlight their designs. On Monday, February 14th, we partnered with LaQuan Smith to celebrate his Fall/Winter 2022 collection at New York's Downtown Association, the oldest social club in lower Manhattan.

Immediately following the runway show, guests were escorted to the afterparty, appropriately titled Laquan Hearts Nordstrom, to discover the historic building transformed into a discoverable maze of cool activations across the floors, overflowing into the five-story landmark. The evening was filled with DJ sets and live performances by a variety of talent including Saucy Santana, Mazurbate, Dirty Finger, Rich Medina and Mister Cee. Valentine's Day celebrations were in full swing as guests enjoyed a variety of cocktails made with CÎROC, Don Julio, and Crown Royal.



Notable guests included Saucy Santana, Jessica Wang, Abba Sofy, Bonang Mbatha, Zion Moreno, Pritika Swarup, Emira D'Spain, Coi Leray, Olay Noel, Vienna Skye, Charles Melton, Gavin Leatherwood, Manuel Turizo, Model Roz, NLE Choppa, Cleotrapa, Achieng Agutu and many more.







