



F E N T Y B E A U T Y
B Y R I H A N N A

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**New York Fashion Week Enters New Era with Fenty Beauty by Rihanna as Title Sponsor
Beginning 2026**

Brand invites NYC artists to create runway-ready looks for New York Fashion Week

NEW YORK, April 8, 2026 – The Council of Fashion Designers of America announced today a partnership with Fenty Beauty by Rihanna to serve as the title sponsor for New York Fashion Week in 2026. The event was rebranded to Fenty Beauty by Rihanna New York Fashion Week. The brand is also launching ‘Runway Ready with Fenty,’ a competition inviting New York City artists to design makeup looks for a chance to be featured on the New York Fashion Week runway.

As part of the partnership, Fenty Beauty by Rihanna will be the Official Beauty Partner of the upcoming show. The fashion event is scheduled for Nov. 12-15, 2026, throughout New York City.

“The fashion industry is changing,” said Joseph Maglieri, Director of Fashion Week Initiatives, Council of Fashion Designers of America. “This powerful collaboration reflects our shared commitment to inclusivity, diversity and empowerment. It represents the future of fashion, and we want everyone to be a part of it.”

Fenty Beauty by Rihanna New York Fashion Week spotlights renowned and emerging fashion designers alongside celebrities from modeling, film, music and sports. This year, the brand is introducing a new initiative aimed at uplifting artists from underrepresented communities and expanding opportunities for all.

The competition is open to all New York City residents. Contestants must create original makeup looks using Fenty Beauty products and post their submissions via Instagram and TikTok using #RunwayReadyWithFenty and #FentyBeautyByRihannaNYFWeek by Oct. 1, 2026.

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A panel of judges from the CFDA will select finalists based on creativity, cohesion with fashion designers' looks and alignment with the Fenty Beauty brand. Finalists will participate in a live, in-person showcase hosted by Fenty Beauty in New York City, where they will recreate their looks.

The winner will collaborate with fashion designers to pair their makeup design with a runway look, which will be worn by a model during Fenty Beauty by Rihanna New York Fashion Week. The look will also be featured across Fenty Beauty social media channels, and the winner will receive two front-row seats to experience their creation in person.

"We are thrilled to partner with the CFDA as the title sponsor for New York Fashion Week," said Robyn Rihanna Fenty, Chief Executive Officer of Fenty Beauty by Rihanna. "This partnership allows us to celebrate originality, inclusivity, and push the limits of fashion by incorporating talent from all communities. 'Runway Ready with Fenty' is a wonderful opportunity for artists to share their talents and potentially change the trajectory of their lives."

Fenty Beauty by Rihanna is also sponsoring various pop-up shops throughout New York City's five boroughs for consumers to try and purchase Fenty Beauty products.

About Fenty Beauty by Rihanna:

Rihanna was inspired to create the world of Fenty Beauty brands after years of partnering with the best of the best in the beauty industry – and still seeing a void for products that performed across all skin tones and types and hair textures. Learn more at www.fentybeauty.com.

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Fictional press release created for a class assignment