

BEYOND BIRTH

NYFW

09.11 - 09.16 2026



CAMPAIGN DOCUMENT

Key Notes

My project idea falls under the theme of:

- Equality
- Human Rights
- Impact
- Mental Health
- Social Justice

My project idea:

- Revolving around the niche of political anxiety and the ways in which particular minority groups are affected by the current political climate.

- Transgender
- Immigrants
- Women (abortion rights)

HEALTH + WELL-BEING



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hello@creative-conscience.org.uk

Context

The £3.2tn wellness industry has rapidly transcended every aspect of people's lives, and with that comes a gravitation towards things that recuperate and elevate one's mental and physical condition. Overall, 60% of people worldwide are now spending more time on self-care and mental well-being.

This is happening because health has been people's primary focus since the onset of the Covid-19 pandemic. But it is also because more than 90% of us breathe air that exceeds WHO guideline limits containing high levels of pollutants; more than 10% of the worldwide population now suffer from mental health disorders, and 1 in 10 people worldwide work 50 hours or more per week. Evidence suggests that long work hours may impair personal health, jeopardise safety and increase stress.

How it'll be judged

If your project is shortlisted, it will be judged based on your creative approach and its potential impact by a panel of industry experts.

Creative Conscience Themes

Your project should fit into at least one of our themes:

- Climate Crisis
- Community
- Conscious Consumption
- Education + Learning
- Environment
- Equality
- Health
- Human Rights
- Impact
- Mental Health
- Racial Justice
- Social Justice
- War + Crisis

Submission guidance

Entry is open to individuals and teams of up to five people.

Please upload a PDF (<15mb), or for video entries please include a link to your video in the submission form.

Also include at least three key images of your project (each of which should be at least 1600px wide and either saved in jpeg or .png format).

There is a £20 admin fee for each entrant (if you are part of a team, entries are £15 per person). Entrants are able to enter multiple projects, but each new project has to be entered independently as is charged as an independent entry.

Creative Conscience members will receive a 25% discount.

Challenge

This is your chance to create a project that deals with the issue of improving human health and wellness.

Identify something in this topic that isn't working in the world around you and look for a solution, however big or small. We're looking for solutions and provocations that have the potential to provoke action and have a genuine impact. Projects can be conceptual or have the potential to develop into real life-changing solutions.

Sustainable Development Goals

This challenge will help solve the following UN Sustainable Development Goals:



Levels (there are two levels we would like you to consider)

The following questions might help kickstart your creativity:

01: Can you help stop negative things in the world

- How might your project help stop things in the world that are causing low levels of physical health and life expectancy?
- How might your project help protect people's physical health and life expectancy?

This could be related to things like bad work-life balance; air pollution; or low access to nutrition, basic medical care and clean water and sanitation.

- How might your project help stop things in the world that are causing low levels of mental health?
- How might your project help protect people's mental health?

This could be related to things like early people's adverse life experiences, such as trauma or abuse, ongoing (chronic) medical conditions, such as cancer or diabetes, and global threats like war, civic unrest and pandemics.

02: Can you help start positive things in the world

- How might your project help start things in the world that will increase levels of physical health and life expectancy?
- How might your project help elevate people's physical health and life expectancy?

This could be related to things like good work-life balance, clean air and high access to nutrition, basic medical care, clean water and sanitation.

- How might your project help start things in the world that increase positive levels of mental health?
- How might your project help elevate people's mental health?

This could be related to things such as people's adverse life experiences, like trauma or abuse; ongoing (chronic) medical conditions, such as cancer or diabetes; or global threats like war, civic unrest and pandemics.

Key Notes

CHANGING THE -

- How can my project stop things that are affecting people negatively, both physically and mentally.

INSTIGATING THE +

- How can my project promote better awareness, mindsets, physical and mental health.



Teen Vogue, Casil McArthur



FairFax Media



New York Times, Parisian Transgender Woman



Taylor & Francis Online, 1983



Georgia Public Broadcasting



The Salt Lake Tribune



Horniman Museum



The Transgender Flag

THE TRANSGENDER COMMUNITY

The transgender community is a minority group facing a lot of tension, isolation and fear - particularly in America pending the trump re-administration. Initially, I pondered over researching into other communities facing a lot of political stress and tension - ranging from immigrants and the everlasting fear of ICE mass deportation, to women facing the abortion ban and the true risk to life that accompanies this injustice. However, with all this in mind - I am lead to focus on the transgender community, one that is deeply misunderstood and missjudged. I'm excited within this campaign to analyse the issue lying within the American political system and why this wonderful community are being targeted and marginalised and lastly how I, as a fashion communicator, can create a concept that will face these probelms head on and make changes in regards to stigma and adversity.



A transgender person is someone who doesn't feel like they identify with the sex they were assigned at birth. In the USA, over 1.6 million people are transgender, including around 300,000 young people / students. Over the past nine years since D. Trump's first election, many transgender young people have faced serious mental health challenges. Fashion is a form of self-expression used by everyone, whether bold, casual, or meant to blend in, and can be especially important for transgender individuals to express who they are outside of their biologically assigned sex.

POLITICS

1. Anti-trans laws, like bans on gender-affirming care for minors, are linked to higher rates of depression, anxiety, suicidal thoughts, and overall emotional distress in transgender youth (Turban et al., 2022).
2. “Don’t Say Gay” and similar laws promote stigma, silence, and erasure in schools, worsening mental health and reducing safety for trans students (Human Rights Campaign, 2022).
3. Political fights over bathroom access, like North Carolina’s HB2, have caused fear, stress, and feelings of exclusion among trans people, impacting mental well-being (Flores et al., 2018).
4. Trans-inclusive state policies, such as anti-discrimination protections and gender marker changes, are associated with better mental health outcomes and greater feelings of safety (Gonzales et al., 2016).
5. The Trump-era rollback of healthcare protections increased fear, uncertainty, and discrimination for trans people seeking care, negatively affecting trust and mental health (Lambda Legal, 2020).
6. Community resilience and activism in response to political attacks have helped some trans individuals cope, offering connection, empowerment, and protective effects on mental health (Singh & McKleroy, 2011).
7. In 2019, New York passed GENDA, protecting trans people from discrimination in housing, employment, and other key areas, improving rights and mental health (New York State Senate, 2019).

1. The U.S. fashion industry contributes over \$400 billion annually to the economy, with gender-inclusive and diverse fashion markets, showing rapid growth (Statista, 2023).
2. Transgender visibility in fashion—through models like Indya Moore and brands like Chromat—has created new marketing demographics, influencing consumer spending and brand loyalty (Givhan, 2021).
3. Gender-fluid fashion lines, such as those by brands like Telfar and Savage X Fenty, are expanding market share by rejecting traditional gender norms (Business of Fashion, 2022).
4. Trans-owned fashion brands (e.g., Gogo Graham in New York) not only support economic independence for trans creatives but also tap into markets that value identity-driven consumption (Vogue, 2021).
5. The rise of inclusive fashion campaigns increases sales by connecting with Gen Z and millennial buyers, who overwhelmingly spend more on brands aligning with their values (McKinsey & Company, 2022).
6. Trans representation in high fashion and advertising helps shift cultural norms and drives market trends, leading to financial gains for brands that embrace inclusivity and authenticity (Forbes, 2021).
7. New York Fashion Week brings in over \$600 million annually and often features transgender models and designers, boosting both visibility and the economy (NYC Economic Development Corporation, 2022).

ECONOMICS

SOCIAL

1. Media often shows transgender people as tragic, damaged, or emotionally unstable characters, framing them as people to pity instead of strong, capable individuals living full lives (Capuzza & Spencer, 2017).
2. Politicians and public figures sometimes describe trans people as mentally unwell, confused, or unstable portraying them as weak, unreliable, and not in control of their identities (GLAAD, 2022).
3. News stories frequently focus on transgender people when they are victims of discrimination, reinforcing the idea that their lives are defined by pain and suffering (Westbrook & Schilt, 2014).
4. Some religious and conservative groups frame transgender people as 'lost souls' or morally broken, portraying them as helpless or in need of saving, dismissing their strength, resilience and humanity. (Flores et al., 2018).
5. Trans people are often excluded from leadership, heroic, or powerful roles in film, TV, and popular culture, keeping them in marginal, victimised, or vulnerable
6. New York City became one of the first U.S. cities to introduce a third gender option 'X' on birth certificates, allowing transgender and non-binary people to legally affirm their identity (New York City Council, 2018).
7. The annual NYC Pride March prominently celebrates trans activists and leaders, giving visibility to strong, empowered trans voices like Miss Major and Laverne Cox (NYC Pride, 2023).

1. Social media platforms like Instagram and TikTok have become vital for transgender people, allowing them to advocate for rights and build supportive communities (Van Der Meulen, 2021).
2. Technology has facilitated access to telehealth services, providing gender-affirming therapy and mental health support, particularly in rural or conservative areas, improving access to care (Kuykendall et al., 2021).
3. Apps like Transgender Care enable users to track their hormonal treatments and medical progress, providing personalized health management tools for the trans community (Craig et al., 2020).
4. Transgender individuals, particularly youth, face high rates of online harassment and cyberbullying, which significantly affect their mental health, including increased anxiety and depression (Grossman et al., 2016).
5. Advances in 3D printing and robotic surgery have improved gender-affirming medical procedures, increasing accessibility and precision in surgeries for trans individuals (Wassersug et al., 2021).
6. Facial recognition software has been criticized for its inaccurate identification of transgender people, particularly trans women, raising concerns about privacy and safety (Eubanks, 2018).
7. In NYC, apps like Folx Health offer tech-based, gender-affirming care, giving trans users direct access to hormones and virtual consultations, improving healthcare access where traditional systems fall short (Folx Health, 2023).

TECHNOLOGICAL

LEGAL

1. State bans, passed in over 20 U.S. states, prohibit access to puberty blockers/hormones, which studies show are linked to lower rates of suicide in transgender youth (Turban et al, 2022).
2. “Bathroom bills”, such as North Carolina’s HB2, require people to use restrooms that match their sex assigned at birth. (Flores et al., 2018).
3. The “Don’t Say Gay” bills in Florida restrict school discussions of gender and sexual orientation, is said to negatively impact one’s mental health - blocking the child’s ability to discuss differing mindsets and outlooks. (Human Rights Campaign, 2022).
4. During his presidency, Donald Trump rolled back Obama-era protections that allowed trans students to use facilities matching their gender identity. (Lambda Legal, 2020).
5. California and New York have passed trans-affirming laws, such as gender-affirming healthcare protections and name/gender changes on IDs, which reduce psychological distress and promote social integration (Gonzales et al., 2016).
6. Proposed laws, like the Equality Act, aim to expand civil rights protections to include gender identity, offering hope for national mental health improvement, though it is being blocked by conservative lawmakers. (ACLU, 2024).
7. In 2019, New York passed the Gender Expression Non-Discrimination Act, protecting transgender individuals specifically within employment & housing, notably improving mental health outcomes by reducing discrimination. (New York State Senate, 2019).

1. Fast fashion leads to massive waste with companies producing millions of items annually. The U.S alone sends over 11 million tons of waste to landfills annually. (Environmental Protection Agency, 2021).
2. The fashion industry is one of the largest global consumers of water. For example, it takes 2,700 liters of water to produce one cotton t-shirt, contributing to water scarcity in developing countries (WWF, 2020).
3. The use of harmful dyes and chemicals in fabric production pollutes waterways, toxic runoff from textile factories often leaking, affecting aquatic life and drinking water sources (Greenpeace, 2018).
4. Since polyester is derived from petroleum, it sheds plastic fibers during washing, polluting waterways. Around 35% of all microplastics in the ocean come from synthetics (Fashion REV, 2021).
5. The fashion industry’s production & transportation is responsible for around 10% of global carbon emissions, more than aviation and shipping combined (UN Environment Programme, 2021).
6. Brands like Patagonia and Stella McCartney are leading efforts to reduce environmental impact through recycling, using organic materials, and promoting circular fashion models. (Business of Fashion, 2022).
7. New York’s sustainable fashion scene promotes eco-friendly materials and circular fashion, reducing waste and carbon emissions, contributing to environmental sustainability (Business of Fashion, 2022).

ENVIRONMENTAL

Main **'BIG'** issues

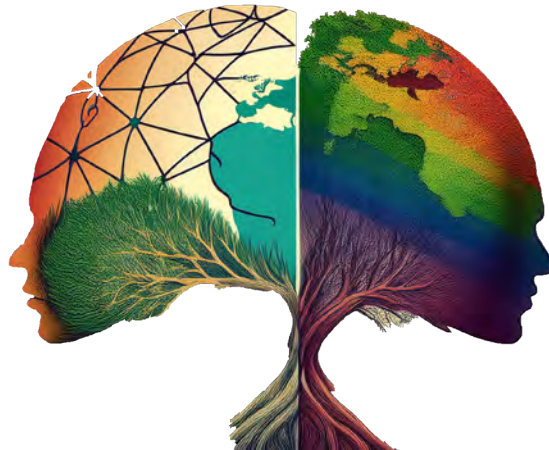
BIG ISSUES	EXPLANATION	UNDERPINNED BY (Key PESTLE references)
<p>(1)</p> <p>Lack of formal synergy between environmentalism and trans activism.</p>	<p>As highlighted through many of the sources, the disconnect between environmentalism and trans activism limits progress on shared issues like climate justice, personal rights, and systemic inequality.</p>	<p>Greenpeace, 2018</p> <p>Environmental Protection Agency, 2021</p> <p>Human Rights Campaign, 2023</p>
<p>(2)</p> <p>The eco-political landscape provides more threats than opportunities to trans people.</p>	<p>As highlighted through many of the sources, the eco-political landscape often prioritizes environmental concerns over trans rights, creating additional barriers for trans people in terms of safety, policy, and inclusion.</p>	<p>Human Rights Campaign, 2022</p> <p>New York State Senate, 2019</p> <p>Vogue, 2022</p>
<p>(3)</p> <p>Lack of a unified, holistic platform to integrate trans and allies and provide economic opportunity.</p>	<p>Without a unified, comprehensive platform, trans people and their allies lack organized support and access to economic opportunities, making it harder to achieve financial stability and inclusion.</p>	<p>Statista, 2023</p> <p>NYC Economic Development Corporation, 2022</p> <p>Forbes, 2021</p>
<p>(4)</p> <p>Victimising narratives rather than empowering; an opportunity for positive message framing.</p>	<p>As noted in various articles, the focus on victimizing narratives limits empowerment, presenting an opportunity to reframe messages to encourage strength and positivity.</p>	<p>Human Rights Campaign, 2023</p> <p>Flores et al., 2018</p> <p>Eubanks, 2018</p>

NARROWING IN

№ 1

*Lack of formal synergy between **environmentalism** and trans **activism**.*

Climate activism and trans rights are often treated as separate issues, despite shared experiences of marginalisation and systemic inequality. A human rights campaign from 2023 followed topical societal movements; noting events, social media campaigns and marches held by both environmental activists and the transgender rights community (Human Rights Campaign, 2023). Said campaign highlighted the lack of mutual support, admiration or teamwork, regardless that both parties are actively feeling the brunt of this eco-political ignorance, resistance and marginalisation (Foster and Kerr, 2024). It would be speculative to conclude that the vastly different communities in question have similarities regarding their eco-political standings however; the resistance, harassment and defeat that both parties have experienced alongside their mutual passion of free speech, community and liberty of choice, does probe the question of why these two powerful sources of activism and strength, aren't supporting one another.



To unpack this disconnect and narrow in further; there are many ways in which these communities overlap. This includes the disproportionate way in which transgender communities will be affected by climate crises, sickness and housing displacement; elements affected due to a lack of economic stability and health care inequality (Shanee Simhoni, 2022). Both of these communities are actively seeking to amplify their voices and be heard by those in power. A collaboration here would ensure that both parties are acknowledged and given a viable platform in both human rights, and environmental centric discussions (Goldsmith and Bell, 2022). Fashion communicators are left to probe the question on what they can do. It would be proactive to consider the development of a space where both Transgender and environmental activists are able to find mutual ground in a creative way, taking inspiration from artists such as Stella McCartney and Patagonia (Business of Fashion, 2022).

NARROWING IN

№ 2

*The **eco-political** landscape provides more threats than **opportunities** to trans people.*

The prominent topic within eco-politics, specifically its stance in the United States of America, revolves around the prioritisation of environmental activism over that of transgender discussions (Gaard, 2022). New York is a state that is a reliable example of a legislation that has been able to define its standing in this environmental crisis while symbiotically working towards creating a better future for minority parties, such as that of the transgender community - of whom make up 3% of New York's state (Politico, 2024). An example of this inclusive activism occurred in 2019, New York passed a bill called GENDA, standing for the: **G**ender **E**xpression **N**on-**D**iscrimination **A**ct, prohibiting discrimination based on gender identity and/or expression (NYSenate.gov, 2019). This act marked New York as a state of acceptance, activism and general safeguarding-focused support (New York State Senate, 2019). This act occurred the same year that New York began understanding its stance in the fashion world, and thus its ability to affect the environment. Working with professionals, within three years New York was able to intergrate circular fashion into its sustainability scheme (Business of Fashion, 2022).



N E W Y O R K

Though narrowing on New York's positive stance in this eco-political climate is a positive step, there is a further issue to divulge into within this topic of unbiased activism. Re-centering this discussion around the Transgender community, this issue revolves around the lack of a determinable space and/or event that centers around education and economical raising of capital for transgender support (GLSEN, 2023). This is to say that while New York is an example of a state with flourishing LGBTQ+ and non-CIS-gendered communities, there is a lack of space to project this effervescent community's passion and determination for equal rights (Charlton, 2024). Latter documents within this campaign will highlight the methods in which our charity will harness this fresh perspective and unrealised vision in order to create a space that generates community, education, and an economical profit for transgender-based causes.

NARROWING IN

Nº 3 *Lack of a unified platform to integrate trans and allies and provide economic opportunity.*

As briefly mentioned in the previous document, this penultimate issue revolves around the irrefutable lack of space/platform for the transgender community. Firstly, what is the need for the transgender community to have a space, event or platform where they could educate, support and raise money for those struggling within the community? This collective is so abundant in passion, life and creativity, however, it is not unknown that they experience a great deal of violence, harrassment and loss (Gyamerah et al., 2021). Being marginalised for over 400 years, European colonialism, Christian moral codes and rigid binaries in the 1700 hundreds made gender non-conforming people subject to legal, social and religious oppression (Stryker, 2009). This extended period of relentless subjugation highlights this community's immense right to a voice and to be heard. Fashion communicators have a duty to use their platform, visibility and outreach to speak for those who don't have the same fortune, ability or audience.



Since narrowing in on this undeniable lack of platform to raise money and generate support for the transgender collective in America - one is left to ponder the subsequent steps that would increase the communities trajectory towards a safer, fuller and kinder future. There are several methods here that would work to generate a raise in economical capital for it's relevant charities alongside educating the more broad heterosexual community. One of these methods of raising visibility and donations includes pouring funding, ideas and creativity into building up the already founded annual National Transgender Specific Visibility March - first taking place on Septemeber 28th of 2019 (NYC Pride, 2023). A fresh, unrealised vision, however, could revolve around an event or exhibition that highlights talent, humanising this effervescent community in a colourful and fresh way. This would draw from the boldness and light that already encompasses the community and their goals - while symbiotically educating and raising capital (Mor, Seval Gündemir and van, 2024).

NARROWING IN

NO 4 *Victimising narratives rather than empowering; an opportunity for positive message framing.*

The last transgender centric issue stemming from my PESTLE research follows the damaging narrative of transgender people being weak, framing them as people to pity as opposed to the strong, powerful and resilient community that they are (Capuzza & Spencer, 2017). Why is this an issue? Promoting the narrative that a community is weak leaves them vulnerable to manipulation by those in power, as well as by the general public. This pliable narrative allows others to dictate their choices, ultimately portraying them as too fragile or unstable to have a reasonable voice (GLAAD, 2022). Such portrayals of instability and abnormality not only strip transgender people of their dignity but also undermine their right to be heard and to express themselves without bias. Methods aimed at marginalizing individuals to keep them from challenging societal norms have existed for centuries (Valerio Bačak, 2023). A prime example is the medical labeling of women as 'hysterical' during the rise of the suffragette movement, a tactic used to undermine their credibility and make them appear unstable, ultimately hindering their fight for equality (Showalter, 1997).



While it is important to ensure the general public understand the weight of the crimes and violence acted upon the transgender demographic; this needs to be done with caution so as to avoid the risk of overemphasising a victimising narrative over that of one of resilience (Haynes, Schweppe and Garland, 2023). Encouraging creativity alongside loud and statement fashion is an act of defiance. Many members of society and in governmental positions expect the transgender community to adhere to the idealistic world they envision; expecting them to be silenced, shamed and ridiculed into hiding (Lombardi, 2020). Being bold and choosing to be seen as one is, dismantles the narrative of weakness and instability that the media and government are striving to push onto the community (Kinney, Pearson and Ralston Aoki, 2022). Transgender people are notorious for their talent, imaginations and creativity; traits that encourage boldness, fresh ideas and shifts within current fashion culture. Fashion has for decades been used as a tool for self expression and political change; why would this shift in the face of this transgender-violence crisis(Whiteley, n.d.)? Fashion communicators have a duty to use their platform to showcase this, change mindsets and generate support.

A U D I E N C E D E M O G R A P H I C S

Nº 1

This first audience and demographic looks into the behavioural patterns of a young man raised in an environment where masculinity, judgment, and rejection of difference were prioritised behaviours/values. Without exposure to broader perspectives, he remains trapped in a cycle of mockery and intolerance, using groundless hate as a way to protect his idea of masculinity and to avoid vulnerability.

Nº 2

The second audience case study follows young transgender girls who value resilience, kindness, and authenticity, shaped by experiences of misunderstanding and adversity. Facing fear, judgment, political climate and societal barriers, they are grappling with a loss of hope for a prosperous future.

Nº 3

The last audience case study explores a leading fashion businessman whose investments and reputation influence industry shifts and successes. Though predominantly reserved in his opinions, his gradual support for transgender and LGBTQ+ talent shows a promising step in the right direction, highlighting his ability to move with the current cultural climate.

H O W T O C H A N G E B E H A V I O U R S

Nº 1 TARGET AUDIENCE



Demographics

Generation (age): Millennial. Born between 1981 and 1996.

Gender: Cisgender-male.

Education: Boy-only private school. No further education.

Geography: Coconut Grove, Miami.

Values, Notions & Behaviours

V a l u e s

He was raised a Christian by his mother and father, often referencing faith and morality, but his version of religion feels more like an excuse for judgment than a tool for compassion. He believes men are meant to lead, women are meant to follow, and that traditional gender roles are not just preferable but necessary. Transgender people, in his eyes, go against everything he thinks is right and natural. He sees them not just as different, but as wrong and something to be corrected or ridiculed. Because he never left that private school bubble and didn't go on to university, his entire world has stayed small. His close-knit group of friends still share the same views, and rather than opening up to new ideas, they double down on the ones they already follow, especially when it comes to gender and identity.

N o t i o n s

Growing up in the wealth and comfort of Coconut Grove, Miami, his idea of what it meant to be a man was shaped by the world around him. He attended an all-boys private school where strength, nonchalance, and confidence were treated like the most valuable traits a person could have. At his school, vulnerability was seen as embarrassing and anything outside of traditional masculinity was mocked or ignored. Due to him surrounding himself with people who have also absorbed these toxic masculinity traits, there was never a moment where his beliefs were challenged. Over time, those ideas about manhood became fixed, and anyone who lived outside of that version of reality just didn't make sense to him; seeing potential for mocking, degrading and ridiculing so as to avoid these things happening to him.

B e h a v i o u r s

In the way he acts, his beliefs come through loud and clear. He's never left America or his social circle so no one has ever held him accountable for the way he treats others. Online, he leaves hateful comments on transgender people's posts, mocking their style, voice or interests. In person, he's quick to laugh at jokes that tear others down, or even shout slurs at people in public to show off to his friends. These actions aren't just private moments of bias but rather part of how he performs for his friends who cheer him on. Thus, because no one close to him pushes back, he continues to behave like this, convinced he's right, and is never forced to confront the harm he causes.

HOW TO CHANGE BEHAVIOURS

Nº 1

Who Does This Demographic Trust.

This generic kind of man would most likely fall further towards the right wing politically. Due to this, we can expect them to vote and follow the like of the republican party. In regards to people in power, we can assume this kind of man would look up to politicians such as Donald Trump who is the current leader of the republican party alongside appealing to men who perceive themselves as alpha-figures due to his sexist and transphobic remarks, along with Robert DeSantis; Florida's governor and someone who has pushed legislation against transgender rights, LGBTQ+ education and woke-ism. Moving away from politics, influencers and celebrities who this man would look up to revolve around Andrew Tate, Joe Rogan and Sneako; Podcasters and youtubers who push this alpha-man and anti-woke mindset.

How Can One Harness This Knowledge To Encourage This Demographic To Reconsider Their Views.

Once we understand where this demographic draws their inspiration from, the next step is figuring out how to tap into those resources to generate change. One of the most effective ways to do this is through creative cognitive dissonance (Reid, 2021), a psychological technique that challenges people's beliefs by introducing them to ideas or people that don't match their expectations. Instead of directly confronting these beliefs, it works by presenting various people in a way that makes this demographic start questioning their assumptions. For example, if a transgender person is presented as a CEO of a company this group admires, a podcast host they respect who's not overtly "woke," a devout Christian or military veteran, it will force them to reconsider their narrow view of what transgender people are like (Jolley et al., 2024). Seeing trans people in these contexts doesn't just contradict stereotypes; it challenges the very foundation of the prejudice, making it harder for someone to maintain these outdated views (Hoffarth and Hodson, 2018).

Another key strategy involves tapping into the power of public figures this group looks up to. If someone like Joe Rogan, Kanye West, or Andrew Tate, figures who hold significant sway with this demographic, were to publicly support transgender causes, it could be a defining step towards shifting transphobic mentality (Moss-Racusin and Rabasco, 2018). If these figures were to attend a transgender-themed event or simply befriended transgender individuals in public, their endorsement could open the door to an entirely new way of thinking for their followers. By connecting transgender issues with people and personalities these individuals already admire, we can help shift the narrative drastically. This could make a real difference, not just in terms of challenging transphobia, but also in reducing the violence and hatred often directed at the transgender community (Human Rights Campaign, n.d.).

Nº 2 TARGET AUDIENCE



Demographics

Generation (age): Gen Z. Born between 1997 to 2012.

Gender: Transgender-female.

Education: Valedictorian at highschool. Accepted into all Ivy leagues but chose to attend Parsons art school in New York.

Geography: South Florida.

Values, Notions & Behaviours

V a l u e s

The core values of young transgender girls, especially those who have faced ridicule and adversity, are rooted in resilience, kindness, and authenticity. Despite the hardships they've encountered, many of these people have developed a deep sense of empathy and compassion for others due to the understanding of what it feels like to be misunderstood. Unlike more outwardly vocal social movements, they aren't seeking attention or validation for the sake of confrontation; rather, they simply want to live truthfully. For many, their values are shaped by the deep desire to be seen not just for their gender identity, but as whole individuals with passions, ambitions, and dreams, as opposed to problematic and unstable.

N o t i o n s

The notions held by young transgender girls, particularly those growing up during this intense political climate, are defined by knowing who they are and want to be, but also a deep rooted fear of violence, judgment and rejection. They often question their place in America, wondering if they should hide their identities or push harder for the right to express who they truly are. This internal conflict is, at such a young age, primarily overrun by the fear of not fitting in and subsequent societal rejection, influencing the idea that their identity is something to be hidden. They hold abstract concepts of gender that are not traditional, recognizing that being who they believe themselves to be, is a sign of strength. This demographic is generally aware of how some people view them as different, but still hold onto the belief that they have the right to exist and thrive in America.

B e h a v i o r s

This demographic's behaviour is influenced by both the adversity they've faced and the resilience they've developed. Many, like Jazz Jennings, are remarkably poised and articulate, especially given the difficult circumstances they've endured. They tend to be reflective and patient, often not seeking to draw attention but instead focusing on excelling in ways that are meaningful to them. Some may exhibit behaviors of questioning their future due to various the societal barriers, however, despite these moments of doubt, they demonstrate an inner strength that isn't loud or abrasive. They understand that to be true to themselves

HOW TO CHANGE BEHAVIOURS

№ 2

Who Does This Demographic Trust.

This demographic would trust those who advocate for their rights and futures. Politically, this would be people such as Pete Buttigieg, an openly gay politician who, under Biden, acted as the United States secretary of transportation, is widely known for his advocacy for LGBTQ+ rights. Former president Joe Biden is another example of a politician who this demographic would most likely rally behind. From the 'Executive Order on Preventing and Combating Discrimination Based on Gender Identity or Sexual Orientation' he passed on his first day in office back in January of 2021, the demographic party has made notable steps toward the protection of the LGBTQ+ community. Looking outside of politics and rather into celebrities; three women that fit this demographics probable appeal are Laverne Cox, Dylan Mulvaney and Jazz Jennings. These three transgender women are so diverse in how they portray their identities and creativity, emphasising an ability to younger demographics that to be transgender doesn't always mean to hide or to exaggeratively express oneself.

How Can One Harness This Knowledge To Encourage This Demographic To Reconsider Their Views.

Pinpointing who this demographic would connect with is not the only necessary step, while an important one. Due to the open-mindedness of this community and the adversity they have encountered, this topic travels beyond a lack of acceptance or deep-rooted judgment. One must consider the uncertainty many young transgender people are feeling about their future, particularly due to the intense political climate (Fenway Health, 2024). Social media based and in person campaigns ran by conservative-lead parties are intimidating and frightening the transgender youth in America, convincing their impressionable minds, of which are constantly on social media, that they have no future in their idealistic version of America (The impact of anti-transgender laws and bills, n.d.).

A powerful way to combat this uncertainty is through visibility, showcasing transgender individuals who have excelled in creative fields (Gotfredsen and Linander, 2023). This isn't to feed into stereotypes believing that all transgender individuals have a future limited to art or design, but to inspire those already drawn to these fields. Figures like Alex Consani, Model of the Year, and Jazz Jennings, an entrepreneur and senior Harvard student, are tangible examples proving that transgender people can dominate in any industry they enter, an important message for the transgender youth (Bird, Kuhns and Garofalo, 2012). While this campaign is focusing on highlighting sources of inspiration for young transgender creatives, the broader message is that transgender youths have the ability to thrive in any industry. By providing role models and promoting a narrative of success, the goal is to help young transgender individuals see that they can succeed, regardless of societal rejection or judgment.

Nº 3 TARGET AUDIENCE



Demographics

Generation (age): Post WW2 generation. Born between 1946 and 1964.

Gender: Cisgender-Male.

Education: University degree in engineering at École Polytechnique.

Geography: Roubaix, northern France.

Values, Notions & Behaviours

N o t i o n s
This kind of fashion businessman has built a reputation on having fashion-based investment instincts and a deep understanding of what makes a brand worthy of money, time and media coverage. His thoughts on style, culture, and success shape more than just brand strategy but rather influence what the industry values. He's used to being listened to, respected, and followed, which makes his presence powerful and fuelled by confidence. While he may not speak out on every issue, his silence or support on big/political issues such as trans inclusion, says a lot, and people take notice of this.

V a l u e s
Over time, the company he leads has started showing signs of growth when it comes to diversity. They would have supported french-based causes thus far such as Le Refuge Foundation, which helps LGBTQ+ youth. These steps, though most likely for brand image, show that there is some understanding of the fashion world's role in changing social attitudes. While it may not be his direct choice for a man of his calibre and age to take such steps toward acceptance, motions toward supporting transgender and LGBTQ+ rights do, none the less, reflect a growing sense of responsibility and desire to be part of a more open and supportive industry.

B e h a v i o u r s
He hasn't made bold personal statements about transgender rights or anything overtly political, but his company's actions suggest an openness to progress. He's thoughtful about where he shows up and what he supports, carefully choosing events that align with his brand's image and values. If he were to attend a transgender-led fashion event, it would be more than the polite and symbolic gesture that it would be for someone such as Stella McCartney or Taylor Swift. It would show the highest levels of businessmen and women, fashion moguls and high level investors not only that inclusion matters at the highest levels of the industry, but also that this is a cause worth investing in. This could help shift the culture toward greater acceptance and celebration of trans talent in fashion. Even subtle choices, such as casting transgender models in high-profile shows or highlighting the art of trans creatives, can send a strong message of acceptance and diversity.

HOW TO CHANGE BEHAVIOURS

Nº 3

Who Does This Demographic Trust.

While for this man, politics is less of a prominent topic regarding trust and influence due to his independent power, he would most likely look to Christine Lagard, president of the European central bank and Emmanuel Macron, current president of France due to their mutual standings in power, wealth and economics. More pressingly, however, celebrities he respects would make more of an impact on his behavioural patterns due to their various connections to the fashion industry. These people revolve around Cate Blanchett, an example of a woman who's elegance mirrors this man's. She has a respectable standing within high fashion and sustainability, garnering her as worthy of this man's time and attention. Similarly, a woman like Tilda Swinton would have an ability to manipulate this man's behavioural patterns, being known to be avant-garde within her genderfluid style and artistic depth would earn the respect of a man like himself, standing on the precipice and trying to find his footing in the world of progressive fashion.

How Can One Harness This Knowledge To Encourage This Demographic To Reconsider Their Views.

Identifying the public figures of whom this demographic would trust, gifts a powerful ability to shape behaviour. If a public figure, such as Pharrell Williams, the mens creative director of Louis Vuitton, collaborated with a transgender designer or if Cate Blanchett wore a design curated by a transgender artist, these moments wouldn't go unnoticed. He would pay attention to what these figures align themselves with due to them representing taste and influence which is what he values (Germann, Loos and Weber, 2018). If he begins to see that these trusted individuals are supporting transgender talent, whether it be models, photographers, or designers, the idea of investing in this community will no longer feel risky or unfamiliar, but rather like a smart and necessary evolution.

Being a businessman, he is someone who is deeply concerned with staying relevant in an industry that is constantly changing. Thus, if other respected brands begin working with transgender creatives, if the runways start shifting or if Vogue starts naming transgender designers to watch, he will understand that the industry is progressing and so in order to not lose capital, he would evolve his brand to align with these new standards (Shoaib, 2024). Through demonstrating that trans inclusion is not just a passing conversation but something the people he trusts are already engaging in, we encourage him to see trans talent not as a gesture, but as an investment in the future of fashion.

Supporting The Mental Health Of The Transgender Youth

The briefing for this campaign revolves around mental health, choosing a topic and distinguishing how we, as communicators, can aid our chosen crisis. Choosing to look into the mental health of the transgender youth in the USA facing the crisis of their identity loss at the hands of D. Trump (thisisloyal.com, 2025), the weight of this topic and the harm being done is incomprehensible. Over 50% of transgender students in America have considered suicide in this past year, 26% having attempted suicide (The Trevor Project, 2023). In their lives as a whole, 40% of transgender people in America end up committing suicide. This is due to the violence, harrasment, lack of community and lack of understanding that our society is enforcing through by-standing. Focusing on rewiring the mental health, excitement for the future and acceptance in the minds of these transgender students is a true priority, starting this journey of support, understanding and visibility - early (Rafferty, 2018). Fashion has for centuries been used as a source of self-expression, being used to be seen and to blend in. Whichever side of the scale one sits on, wanting to be bold and performative or casual and modest - everybody uses, experiments with and engages in the art of fashion. It's a method of communication, speech and free will making it a perfect tool to communicate support, advocacy, visibility, education and change.

How Could A Fashion Show Connect These Demographics

After identifying the relevant target audience for this campaign, one must question where fashion factors in. This campaign is revolving around raising support and improving community relations for young transgender people, thus, the question at hand more specifically revolves around how we can use fashion to connect; transphobic people, the fashion industry and it's investors to the transgender youth society in the USA. How can we use fashion to locate middle ground, build relationships and encourage community building. In regards to the transphobic demographic at hand, cognitive dissonance is the psychological tool most appropriate to aid with educating this audience. This will follow filling our seats with these prominent alpha-male figures, promoting patriarchal idealism and generating fans of predominantly unaccepting people. Where these young men and women have such malliable minds, seeking a leader, using their idols as tools to transcend their acceptance for the transgender community would be an appropriate step (Roberts et al., 2025). Using fashion is a great tool to showcase this demographics' idols valuing, appreciating and respecting the work of transgender artists/deisgners. The theory of cultural capital, formed by Pierre Bourdieu follows the idea that people, particularly in the public eye, are more commended and respected for appreciating art forms scene as more sophisticated and/or elite, such as avant garde fashion or classical art (ROSE, 1986). Fashion week showcases artwork specifically, meaning that locating a celebrity audience wanting to be part of a cool/trendy/fashionable scene, would less challenging due to how elite and fashionable, NYFW is. For transgender youths, this is an oppurtunity for economic capital to be raised in collaboration with charities that work to support, uplift and inpire this demographic. Furthermore, this is an oppurtunity for transgender youths to find inspiration, role models and a feeling of global acceptance due to the audiences this event will garner. Investors and fashion directives are constantly trying to keep up with the every-changing industry, ensuring their policies are up to date with what is currently culturally significant and appropriate. This said, in light of the revolts against D. Trump, fashion buisnessmen and women are able to see a shift here, needing to show their support and ensure they are on the right side of history. One fashion show is able to educate, inspire and raise awareness for the mental health crisis in transgender youth, targetting our various demographics within each of these elements.

A FASHION *show* TWIST



Pyer Moss, SS20, New York



Pyer Moss, SS20, New York



Christian Dior, SS98, Paris



Louis Vuitton, SS14, Paris

INSIGHTS

Business Strategy And Stakeholder Analysis

Who are the main benefactors?

The transgender creatives involved with in the show, ie: designers, photographers, models, set design artists, etc. Transgender youths who will benefit from a raised charity funding system outlined to support them and their needs. Transgender youths struggling to come to terms with their uncertain future and need to be uplifted and inspired to be themselves.

What is the business model?

The prevalent business model strategy is a Non-Profit Event Model. This strategies purpose lies in raising funds for a specific cause; such as that of the mental health difficulties harming the transgender youth of the USA. There are 9 core concepts this business model follows, including:

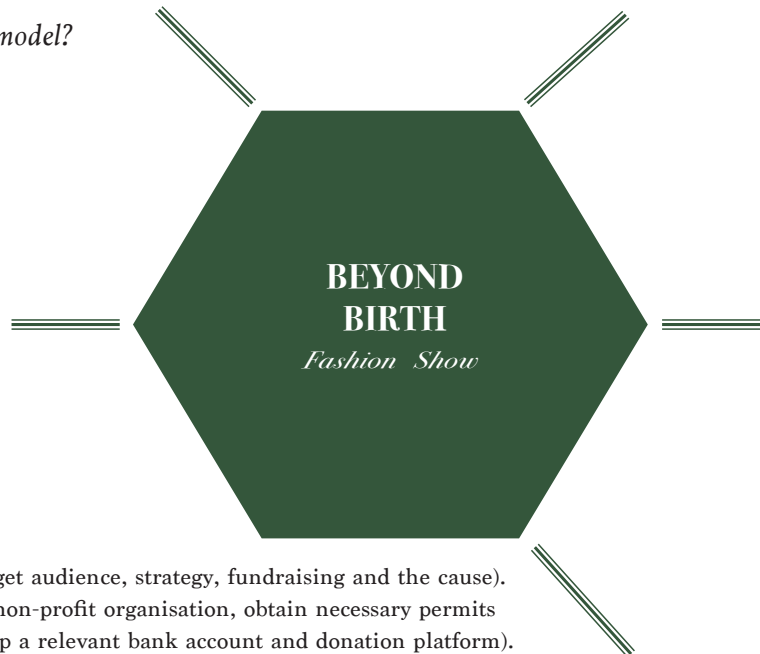
1. **Define purpose** (Target audience, strategy, fundraising and the cause).
2. **Legal** (Register said non-profit organisation, obtain necessary permits and insurance and set up a relevant bank account and donation platform).
3. **Budget** (Venue cost, light, sound, staging, permits + insurance).
4. **Secure sponsors and partners** (Recieve donated products, seating, tables, lighting, etc. Reach out to local businesses or brand for sponsorships).
5. **Fundraising strategy** (Ticket prices (VIP, general, student), media promotion, on-site donations (EG: QR codes on the back of seats), an auction).
6. **Marketing** (Event branding (logo & colour scheme), social media platform(s), website/event page, 2000's style posters around NY villages, magazine coverage (Vogue due to Anna Wintours support for the community).
7. **Event logistics** (Book venue, confirm models, designers, stylists, etc; arrange rehearsal, create show orders, seating plan, check-in system, security).
8. **Day-of** (Volunteer run-through, technical checks, ticket-check system).
9. **Post-event** (Thank you notes to sponsors, attendees and volunteers, dsitribute donations to relevant charity(ies), recieve feedback from volunteers and attendees).

How is income generated?

1. Investors, contracts and design collaborations all fall under oppurtunity. While this isn't a determinable KPI or asset, the raising of transgender success within creative fields will be a major goal here.

2. Donations. Donations towards transgender mental health support charities in New York and the USA more generally, will be at the forefront of our campaign's narrative and goal. An industry so full of money and wealth, NYFW in 2017 generating up to \$600 million, this is something that fashion communicators should be looking to tap into in regards to supporting the mental healths of our youth society.

3. Charity based auctions. This being a charitable project, the income generated will go straight to the chairty programme / programs that are selected. Another way of boosting this economic capital and profit for our relevant charity / charities, lies in charitble auctions. Each designer crafting one ready-to-wear dress for their show that will be, at the end of the NYFW of 2026, be sold in an auction - all proceeds going directly to our charity / charities of choice.



INSIGHTS

The Potential Impact Of Fashion Shows

Economic	Social
Charity Donations Raising economic capital for the relevant charity(ies) supporting the acceptance, growth and mental wellbeing of the transgender youth in the USA.	Fundraising For Services Many transgender youths in America lack access to mental health support systems. These funds could support organisations that provide 24 hour hotlines and other imperative resources.
Event Production In regards to event production, spending on venues, seating, tickets, branding, security, staging and lighting - not only leads to an increase in jobs, but also the economic state of that region.	Raising Awareness A fashion show within NYFW could draw attention to prominent issues in school based violence, political distress, mental health struggles and a lack of family support - giving a voice to the marginalised.
Tourism and Hospitality While more general to NYFW as a whole, the Beyond Birth fashion show will increase tourism rates including that of airlines and hotels alongside boosts in hospitality revenue including clubs and restaurants.	Public Education Promoting visibility of transgender youths in a positive and empowering light is a step towards reducing societal stigma and increasing the public's understanding of gender diversity.
Consumer Spending While the goal of the fashion show is to build revenue for various charitable organisations supporting the transgender youth, with investors and design executives attending this event - the transgender talent participating will have the ability to be scouted (either as designers, models, staging executives, etc) or potentially have their products purchased.	Building Support Networks An event such as this creates a sense of belonging for transgender people, something so important for young and impressionable minds. This event will help combat isolation and build networks of support among participants and attendees. Allowing transgender youth to participate in such a high-profile event boosts self-esteem and helps develop leadership skills.

WHAT SIDE OF HISTORY WILL YOU BE ON ?

#Beyond Birth

This campaign revolves around a fashion show with its own allocated space, time and journey within NYFW. The show will purely use transgender models, designers, set designers, photographers and so forth. This will set a tone of inspiration and hope for a successful future that doesn't involve shrinking oneself - *for the transgender youth*. This will use cognitive dissonance to rewire the minds of those dehumanising transgender people, to see transgender people as talented, human individuals - *for a transphobic demographic*. In this air of cancel culture, brands are wanting to be more open, accepting and giving equal rights - *investors, scouts and design executives*. So how will this directly help to support the transgender youth in the USA? What is important to note is that this event isn't feeding into stereotypes that transgender futures lie solely in creative fields. Rather, this fashion show is being built with the intention of allowing transgender youths to see how appreciated, accepted and seen they are in any field - pushing this image of not by-standing what D. Trump is doing but rather standing up, not hiding and being bold. Further than this, this event will be an opportunity for participants and attendees to discuss and support one another, sharing advice from younger to older generations and vice versa. The effect of community is not to be underestimated, and nor is creating an opportunity for young transgender boys and girls to see how cared for, seen and stood up for - they truly are. Raising donations for critical services such as transgender support based charities, 24/hour hotline services and so on - creates a safety net for the transgender youth in the USA.

Raising awareness for the event:
SPEED DATING: (Designers + models x audience + buyer meet & greet)
BUY, BITCH BUY: (Auction at the end of fashion week, hosted by Anna Wintour)
YOU DRAG ME DOWN, I 'DRAG' YOU UP: (Fun, drag-hosted make over event)
PRESS CONFERENCE: (Panel discussion/debate using well-known trans faces)
| X3 press conferences expressing our want to raise money for transgender youths grappling with their uncertain future | Posters all over NY, edgy and Y2K themed, nostalgic | A social media account including donation site links - etc | Promotion in Vogue Magazine, with the support of Anna Wintour, renowned transgender activist in the form of a cover shoot. This would immediately mark the event as a must-see and draw attention. It would be a shift for Vogue in the right direction |

Tickets: 250 seats to be filled.
£20 / student | £50 / general entry | £100 / VIP front row | No free tickets.

Time slot: 40 minute experience, 12 minute runway show.
| There will be 20 transgender designers showing their work evenly across the 5 days of New York Fashion Week.

Where: The show will be held at Pier 59 studios at the Chelsea Piers. This location is prime for emerging and mid-tier talent. It is both architecturally and technologically advanced. The series of pre-show media events will be held at The Shed at The Hudson Yards during the week prior to Fashion Week.

O B J E C T I V E S

Nº 1

OBJECTIVE

1

Raise awareness and support for transgender youth in the USA through collaboration with and donations to Callen-Lorde Community Health Center.

Nº 2

OBJECTIVE

2

Economic opportunity for transgender creatives: To create a more diverse industry, enabling young people to have role models and people to relate to, publically.

Nº 3

OBJECTIVE

3

Media spread and coverage: To complete 3 press conferences & 3 promotional events prior to the runway show. To be featured in 5+ on-line magazine articles including the larger Conde Nast publications.

O B J E C T I V E S

STRATEGY

Nº 1

• • • • • AND CTA

The first objective revolves around increasing the selected transgender-based support charity's, Callen-Lorde Community Health Centre, economic capital in order to support the lives of transgender people in the USA facing anxiety following D. Trump's re-election. The strategies surrounding this goal revolve around the use of promotional strategies and easing the donating process.

Starting with promotional strategies; the more coverage the show receives, the more revenue that will in turn be generated for the specific cause. Our call to action for this objective will revolve around ensuring magazine coverage, press conferences, social media engagement, posters and physical advertising and celebrity endorsement are strategies at the forefront of our campaign. Using these hand-picked and pin-pointed promotional strategies over the weeks leading up to the runway show is a way to spread awareness about both, the problem in the USA and the runway show - enabling donations to be made far more frequently due to the unavoidable traction the show will be receiving at this point.

Our subsequent strategy will ensure that donating is an easy task. From apple pay to credit cards, people are more inclined to spend their money the less they have to process what it is they are spending it on (Runnemark, Hedman and Xiao, 2015). Call to action strategies that work to ease one's ability to donate to our function board will revolve around; QR code links to the BeyondBirth donation website placed on the back of chairs at the runway show and promotional events. QR links attached to physical tickets handed upon entry. Tiered charging (student, general, VIP) to generate further profit for our selected charity. An auction with a celebrity audience hosted by A. Wintour selling one item per designer (20).



Nº 2

STRATEGY

AND CTA

With an objective of creating economic opportunities for the designers, models and other creatives involved in the BeyondBirth runway show - there are several steps to consider to ensure this is a possibility. These call to actions are; curated guest lists with strategic networking opportunities and specified content strategy & digital exposure.

In regards to raising economic opportunities for the creatives involved in the show - a major step will involve curating a specified guest list. Keeping investors, scouts and creative directors towards the front enables them to better take in the talent being exhibited. Configuring strategic network connections is a vital CTA, exposing the transgender creatives involved in the runway show to industry investors and directors. The SPEED DATING promotional event will enable the creatives involved in the BeyondBirth family to mingle, connect and generate opportunities that they wouldn't have otherwise been able to make.

The next CTA for this objective will follow content strategy and digital exposure. With the goal of generating economic opportunities for the creatives involved in the BeyondBirth show - exposure is the most prominent and sufficient way to enable them to be scouted by modelling agencies, directors and investors. This will follow tagging and crediting members of the runway show through all promotional media including magazine coverage, posters, and social media posts. Further more, using our celebrity promotional endorsement for the event to specifically tag, comment on or pose in photos with designers, models or other various creatives involved in the runway show would be another opportunity for scouting and hiring.



STRATEGY

Nº 3

• • • • • AND CTA

This last objective revolves around developing a concise and stable media spread and coverage scheme in order to spread awareness for the event. There are several strategies and CTAs that will assist in navigating this including; in-brand marketing and collaboration strategies.

In-brand CTAs will follow a scheme of events, posts and strategies that spread awareness around the event in order to create a larger following and/or audience. Examples of these marketing strategies will revolve around branding, website configuration, consistent, topical and trend-analysis driven social media posting on Instagram, TikTok, Pinterest, Snapchat (advertisements), X and more, pre-fashion week promotional events including 'speed dating', 'you drag me down, I 'drag' you up', press conferences, posters and so forth. This aggressive style of promotional marketing is vital for an event / period such as NYFW due to how loud, busy and hectic everything becomes.

With media coverage being a huge stakeholder in our chance for success as a non-profit event, marketing will be a strategy that will be handled with intention. Collaborative marketing is an exceptional way to spread one's audience wider than any one brand is able to stretch (Malmelin and Villi, 2016). Examples of collaborative strategies to be explored by BeyondBirth include celebrity based media exposure and endorsement, magazine collaboration including sponsorships at said show in return for promotional media within their socials and magazine pages and lastly, collaborations with celebrities such as Andrew Tate and Joe Rogan in an attempt to reach more transphobic, misogynistic audiences that idolise these men.



KPI

Nº 1

To raise 20,000 in donations during the pre-show media production, events and promotion. To raise a further 80,000 through in-event donations, tiered ticket prices and the post-show charitable auction. Lastly, to overtime see a decline in teen-transgender suicide rates in the USA due to increased funding for critical services and hotlines.

Nº 2

For 50% of the models walking in the show to receive contracts at varying agencies due to exposure from the show. For each buyer (20) involved in the BeyondBirth show to have an individual increase in 40% in their sales, either due to support from attending investors, directors or stylists or due to attendees enjoying the promoted work within the show.

Nº 3

To be reposted 50,000 times on the #BeyondBirth tag line. To gain 60,000 followers on the BeyondBirth social media page. To receive over 50,000 clicks on our digital donation link that will be attached to our bio on various social media sites alongsides on easy-to-find physical QR codes.

KPI

№ 1

ASSET



X3 POSTERS

SYNOPSIS

Nº 1

The first selected asset is three conceptualised promotional posters. These will be placed around the busier streets of New York in the fortnight leading up to New York Fashion week, beginning on the 11th of September 2026. Physical posters are not only nostalgic to times before digital marketing was so prominently overused, but also extremely effective (Stegemann and Sutton-Brady, 2009). Posters are an effective alternative marketing tool used to reach a wider demographic than that found on social media services as said by R. Madlenak (Madlenak et al., 2023). These posters will be used to attract a wider audience, touching on the power of nostalgia and physical marketing and hoping to become an unmissable event, both digitally and physically. Further than this, however - the goal with the poster assets will be to increase conversation around the event in order to get people talking about transgender people and raise awareness here, alongside traction, donations and engagement. This is a culturally and socially important asset to engage in due to the necessity of encouraging people to talk about difficult conversations. Transforming the USA's perspective on transgender people is an immense step towards societal acceptance.

FOR IMMEDIATE RELEASE**Contact:**

Lauren Byrne, Founder
 BeyondBirthSS26@gmail.com
 New York, NY
 September 4–17, 2026
 Event Location: Pier 59 Studios, Chelsea Piers, NYC

BEYONDBIRTH ANNOUNCES MULTI-DAY NYFW RUNWAY SERIES AND EVENTS UPLIFTING TRANS YOUTH NATIONWIDE

New York, NY – May 6, 2025 – In a historic move for fashion and community, BeyondBirth will launch its Spring/Summer 2026 Runway Series and a week of events during New York Fashion Week this September. It will take place from September 4 to 17, 2026, this non-profit showcase is entirely ran by transgender creatives; designers, models, set designers, photographers, and more.

Event Lineup

- **Sept 4 – Speed Dating for Solidarity**
 - A youth-focused seminar connecting transgender students with creatives, celebrities, and mentors to build clarity, confidence, and connection.
- **Sept 6 – “You Drag Me Down, I ‘Drag’ You Up”**
 - A bold, paid-entry drag transformation event featuring transgender and LGBTQ+ celebrities being made over by iconic drag queens. Ticket proceeds will support the Callen-Lorde Community Health Center.
- **Sept 8 – Panels & Press Day**
 - Hosted discussions, press conferences, and speaker sessions exploring trans futures, youth mental health, and representation.
- **Sept 11–16 – BeyondBirth Runway Series**
 - A six-day runway celebration featuring 20 transgender designers and over 100 transgender models. Each day will showcase different collections—serving as a living, breathing testament to beauty, resilience, and visibility.
- **Sept 17 – Vogue x BeyondBirth Charity Auction**
 - Co-hosted by Anna Wintour and held at the close of NYFW. One exclusive ready-to-wear item from each designer will be auctioned, with all proceeds donated to Callen-Lorde.

“We’re not just putting on a show. We’re creating a safe, annual sanctuary where young trans people can meet their heroes, be loud, be visible, and know they belong.”

— Lauren Byrne, Founder of BeyondBirth

“This is about pushing back against a narrative that says trans youth are alone or limited. We’re proving the opposite, on the biggest stage we have.”

— Lauren Byrne

Why This Matters

BeyondBirth is more than a fashion show, it’s rather an opportunity to raise money, spread awareness and give transgender youths an opportunity to feel seen, heard and accepted. Suicide and struggling mental health rates in transgender youths have sky-rocketed over the last few years due to social media harrasment and political-based violence. Transgender youths need to feel that they have a place to thrive, connect and be seen without having to hide any part of who they are. This matters.

Media & RSVP Info

Email: BeyondBirthSS26@gmail.com
 Press access, interviews, and media kits available upon request.
 Student discounts available for all youth-centered programming.

About BeyondBirth

BeyondBirth is a fashion-forward nonprofit rooted in compassion, resilience, and radical visibility. By producing large-scale events run entirely by transgender creatives, BeyondBirth offers not only platforms for expression, but pathways to safety and solidarity. We believe in the power of presence—and that being visible is an act of revolution.

Lauren Byrne

SYNOPSIS

Nº 2

This press release is BeyondBirth's official announcement for the SS26 runway event at New York Fashion Week. It explains the thought process, goals and intentions behind our event, outlining the full program of events, and communicates the mission behind the brand which is to support, celebrate, and uplift transgender youth through community, visibility, and support. The release balances essential event information (dates, location, RSVP contact, partnerships) in accordance with cultural impact and purpose. Quotes from founder Lauren Byrne bring authenticity to the narrative, while references to partner organizations like Vogue and Callen-Lorde add credibility. This asset is designed for broad media distribution, including to journalists, PR contacts, sponsors, influencers, and nonprofit collaborators. It is also suitable for inclusion in press kits, brand decks, and digital event hubs. While it follows standard formatting conventions, its tone is intentionally human and mission-driven, helping readers connect with BeyondBirth's values and goals on a deeper level. This press release is important due to it being the first impression business and sponsors will have of us and also equally acts as an invitation to be part of something meaningful.

ASSET

No 3

NYFW
11.09 - 16.09
2026



Beyond Birth

“BEYONDBIRTH IS MORE THAN FASHION. IT’S A COUNTER-NARRATIVE TO THE ANXIETY AND ALIENATION MANY TRANSGENDER YOUTHS FEEL IN TODAY’S POLITICAL CLIMATE. WITH RISING SUICIDE RATES AND INFLAMMATORY PUBLIC DISCOURSE SURROUNDING GENDER IDENTITY, THIS EVENT OFFERS JOY, SOLIDARITY, AND VISIBILITY—A CULTURAL CORRECTION THROUGH CREATIVITY.”

- FOUNDER, LAUREN BYRNE

PRE/POST SHOW EVENTS
SPEED DATING | 04.09
DRAG UP | 06.09
PANEL DEBATE | 08.09
CHARITABLE AUCTION | 17.09

NON-PROFIT RUNWAY SHOW
PIER 59 STUDIOS, CHELSEA PIERS, NYC
DONATE AT: [HTTPS://CALLEEN-LORDE.ORG/GIVE/](https://calleen-lorde.org/give/)
BEYONDBIRTHSS26@GMAIL.COM

EDITORIAL PIECE

SYNOPSIS

Nº 3

This editorial spread is a major asset of the BeyondBirth SS26 campaign. Featured in the September 2026 issue of Vogue, two weeks ahead of New York Fashion Week, the spread introduces the vision, people, and politics behind the event through high-impact visuals. The layout will include exclusive imagery from early show lookbooks and behind-the-scenes portraits of the transgender creatives involved: designers, models, stylists, and organizers. Accompanying editorial text will highlight BeyondBirth's mission to create a safe, visible, and celebratory space for transgender youth during NYFW and a quote from founder Lauren Byrne will provide personal insight and emotional depth. The tone is blending high fashion aesthetics with cultural urgency. The Vogue platform amplifies the project's credibility and reach, making BeyondBirth not just as a runway event, but a movement towards community and safety. This asset is intended to build momentum before the live events, generate media attention, and visually spread the event across social, print, and press materials.

CONCLUSION

To conclude, this campaign is a demonstration of strength and movement in the direction of a safer, fuller and more welcoming world for the transgender youth in the USA. Following D. Trump's re-election at the end of last year, republicans and the instated government have shifted their weapons towards the transgender community, removing their identity from government websites and slowly chipping away at the rights they have taken decades to earn for themselves. While this is a challenge in its own right, the effect of negative media displays and public republican marches have been detrimental to the mental health's of the transgender youth in America; driving me to choose this as my topic for this campaign document.

The BeyondBirth runway show is an event that prioritises the transgender youth in a myriad of ways. By creating a space where people, celebrities and students, regardless of their binary, can come and show their unwavering support for this community - young transgender boys and girls will have the opportunity to experience a feeling of acceptance, belonging and visibility. Furthermore, they will be able to see transgender role models and famous faces celebrate their identity fearlessly, encouraging these young and impressionable youths, to not hide but rather be their true selves. We also will have in attendance men like Andrew Tate and Joe Rogan in order to, even minutely, reach an audience of young men educated on the topic of transgender people, unsure whether or not it's a cause they should support. Lastly, the collaboration here with Callen-Lorde Community Health Center, a charity that works to support, uplift and guide transgender youth in America, is a final step that will provide a safety net for the transgender youth's struggling mentally. All of our profits, including ticket prices, auctions and general donations - will be going directly to this cause.

500 Word Evaluation

This module has expanded my understanding, appreciation and ability as a fashion communicator. Starting with the campaign document itself, I selected a topic that I had very little knowledge on, in the hopes of educating myself and expanding my arsenal as a communicator, of demographics I am able to speak to. Choosing the transgender youth community and their anxiety in the face of the D. Trump re-election was a risk for me, not understanding or having any prior knowledge on the subject at all. However, in doing this I was able to approach the campaign document from a fresh perspective and unbiased point of view, taking in all the extensive research I gathered over the last several months. BeyondBirth has become a complete part of my life and a true passion project. The idea of curating a runway show within New York fashion week in hopes of bringing money to transgender charities, giving the transgender youth an opportunity to meet mentors and role models, creating a sense of community - is fresh and unexplored which made it all the more exciting for me. From PESTLE research to understanding KPI's and CTA's, this course, from a business perspective, has thoroughly broadened my horizons, feeling more confident and capable in my analytical abilities.

Film is an area that I have always struggled with, growing up with a father whose expertise lay in photography - I had never been exposed to moving cinematography, this course holding my first several attempts at film curation, direction and editorial. Knowing I struggle here, I spent the first month of this module studying the art of premiere pro and film making techniques, even going as far as to obtain a personal tutor for the module - destined to achieve a beautiful and meaningful result for this topic I felt so passionately about. Renting a camera from the university of arts, London, my two transgender friends helped me through an interview-styled advert, their stories and experiences guiding the film as a whole. Advertising a runway event, I experimented with layover techniques, featuring one of my models walking around London with increasingly bold clothes and make up on - representing the personalisable and unpredictable nature of fashion and creativity and the ways in which the BeyondBirth runway show will represent a myriad of different fashion styles, from bold to day-day. Entering and closing the film with relevant information about the runway event is a professional way to spread awareness and certify this film as an advertisement for a major event within fashion week. The film is rough, choppy and natural intentionally - playing with premiere pro's sound systems to create a rougher and more natural feel to the film. This was important to me as I wanted to encapsulate an honest and raw depiction of transgender reality. Not overly perfect women and men with expensive, designer garments and so forth, but rather messy, normal looking women, talking honestly - and at times, nervously, about their experiences - creating a really natural tone. The theme of the BeyondBirth runway is not to push a narrative that all transgender people must be perfect, dressed up, bold and flamboyant. The show on its own will feature dressed down styles, similar to that of which would be worn by most transgender people day to day, and it will also push a narrative that this show isn't necessarily solely about fashion. It's about art, community and enabling opportunities for transgender youth to meet like minded individuals and mentors. Thus, this honest and raw feel was similarly vital for the advertisement. I have thoroughly enjoyed this project and feel the myriad of ways in which I have grown as a fashion communicator due to it.

Informed Consent Form



School of Design

Informed Consent Form for Emma Gooding

researcher : Lauren Byrne phone: 07788161324 email: w23019066@northumbria.ac.uk

About this Research

You will be participating in a student project focused on the construction of a simulated promotional campaign. This may feature audio visual content, and will be an aspect of the final submission to be assessed.

Your contribution will be used in association with a module and may be published on the web/social media as part of my research for this module, and possibly published in the public domain.

Data obtained through this research will not be used for purposes other than those outlined above without your separate written consent. Participation is entirely voluntary and you may withdraw at any time by requesting this before the end of the interview, without any need to explain. Where results have not been analysed and published, your data will be destroyed on request.

By signing, dating, and initialling below, you indicate that you fully understand the above information and agree to participate in this study on this basis.

I do / do not consent to my participation in this study and the use of collected data as described above	Sign: <i>emma gooding</i> Date: 8/5/25
I do / do not consent to the use of any recorded materials. (Audio, Photos and Video), in academic presentations/ research publications/including internet publications.	Sign: <i>emma gooding</i> Date: 8/5/25
I do / do not require anonymity in this study	Sign: <i>emma gooding</i> Date: 8/5/25

Thank you for consenting to participate in this research.

Informed Consent Form



School of Design

Informed Consent Form for Sophia Parfitt

researcher : Lauren Byrne
 phone: 07788161324
 email: w23019066@northumbria.ac.uk

About this Research

You will be participating in a student project focused on the construction of a simulated promotional campaign. This may feature audio visual content, and will be an aspect of the final submission to be assessed.

Your contribution will be used in association with a module and may be published on the web/social media as part of my research for this module, and possibly published in the public domain.

Data obtained through this research will not be used for purposes other than those outlined above without your separate written consent. Participation is entirely voluntary and you may withdraw at any time by requesting this before the end of the interview, without any need to explain. Where results have not been analysed and published, your data will be destroyed on request.

By signing, dating, and initialling below, you indicate that you fully understand the above information and agree to participate in this study on this basis.

<input checked="" type="checkbox"/> I do not consent to my participation in this study and the use of collected data as described above	Sign: S. Parfitt Date: 7.05.26
<input checked="" type="checkbox"/> I do not consent to the use of any recorded materials, (Audio, Photos and Video), in academic presentations/ research publications/including internet publications.	Sign: S. Parfitt Date: 7/05/25
<input checked="" type="checkbox"/> I do not require anonymity in this study	Sign: S. Parfitt Date: 7/05/25

Thank you for consenting to participate in this research.

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