

MINIKA KO

For immediate release

September 8, 2016

Minika Ko to premier KOVASKY Collection at the New York Fashion Week

When: September 10, 2016 at 4:00pm

Where: Runway at 601 Madison Avenue (between 57th Street and 58th Street)

High-profile, Taiwanese American designer, Minika Ko, will debut her first women's ready-to-wear collection entitled KOVASKY during New York Fashion Week. The runway show will take place at 4:00pm on September 10 at 601 Madison Ave, NY, NY 10022. The collection comprises elegant evening wear, exquisite suits, luxury athleisure pieces, encompassing the diverse fashion needs of the urban women and highlighting confident femininity.

KOVASKY was inspired by the designer's first viewing of a 007 movie when she was a child. Bond's sleek style, high confidence, and adventurous spirit left a deep impression. Given Minika's experiences in working and living in various countries, she came to believe that many of today's women are just as stylish, poised, and courageous as James Bond. However, she found that there are only a few brands that offer both high quality and high performance, and she therefore created KOVASKY, a collection that is both aesthetic and functional.

In order to break through the limitations of traditional designs, Minika co-developed high performance fabrics with one of the world's leading high tech fabric manufacturer, which was based in her homeland, Taiwan. These fabrics are skillfully enhanced by Minika's couture tailoring and meticulous engineering, resulting in pieces that are light, wrinkle resistant, wind/water resistant, breathable, and flattering to the feminine physique.

In addition to her fashion show Minika Ko was also invited to join Jason Wu, Michael Kors and other well-known designers on September 8th, the opening day of New York Fashion Week, to participate as one of the judges in the School of Visual Art's annual event, Language of Fashion.

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About Minika Ko

Minika Ko is a fashion designer based in New York City. She is such an avid traveler that her work cannot be defined by a single region. She explored much of the Eastern and Western worlds, soaking in the unique cultures and styles of each country. She worked as a designer in Paris, Taipei, Los Angeles and finally calls New York City her home. Minika stitches her global experiences into the world of fashion, designing with adventurers in mind - the courageous, independent, modern women, Kovasky.

Minika Ko received degrees in Fashion Design from the Fashion Institute of Technology in New York City and in Music Business from New York University. She is a recipient of Elle Magazine's New Talent Award, California Fashion Foundation and Textile Association of Los Angeles' Fashion Star Award, and California Fashion Foundation and Textile Association of Los Angeles' Future Entrepreneur Award. She has collaborated with creative minds from other fields, most recently designing the CloudDress, a garment with wearable technology, which was featured at New York University's Integrated Digital Media Showcase. **Joined by Michael Kors, Jason Wu, Phillip Lim, and other designers, Minika will be one of the judges at the School of Visual Art's annual event, The Language of Fashion, on September 8th, the opening day of New York Fashion Week.**

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