

Scharff Weisberg Lights Up G-Star Raw's Collection At New York City Fashion Week

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The chill of fall was definitely in the air but hints of spring and summer at the beach reigned at the G-Star Raw show at New York City Fashion Week where the Dutch apparel company presented its spring/summer collection with lighting and audio support from Scharff Weisberg for the third year in a row. Scharff Weisberg partnered with event production company Dizon Inc. on the show at the Hammerstein Ballroom.

"We're pleased that once again Dizon chose us for G-Star's always innovative show," says Scharff Weisberg Lighting VP Chris McMeen. "Our ability to support their unique take and meticulous requirements is what keeps the client coming back to us year after year."

G-Star's urban-industrial chic aesthetic was reflected in the venue's simple, futuristic set where models emerged to walk the runways from slim cylinders, which have been compared to teleportation devices. The tubes were bathed in blue light, the show's signature color, while spots boldly crisscrossed the high-ceilinged space to illuminate the stage, runways and guest seating.

Scharff Weisberg provided an extensive array of lights plus a complement of ADB Svoboda HT 2500s, a high-intensity 10-lamp batten, which delivers a light curtain with a soft yet intense look for a unique scenic statement. The company also supplied technical coordination for all of the show's audio.

For more information on Scharff Weisberg, visit our website at www.scharffweisberg.com.

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