



Streetwear Fashion Week Continues to Thrive During Pandemic

Houston, TX –October 12– Fresh Off The Rail hosted its 7th season for their streetwear fashion week.

Due to COVID19, FOTR produced virtually and live streamed fashion presentations for several up and coming brands on October 9-10, 2020. Regardless, the designers showing their collections are no less passionate, no less creative and no less motivated than any previous year’s roster of designers.

Three years ago, Fresh Off The Rail Fashion Week started as a 5-day streetwear-streetstyle event providing a platform to celebrate the convergence of culture, creativity and innovation with designers, art creators, bloggers and fashion influencers sharing their vision to the fashion world.

Fresh Off The Rail’s fashion week is the largest streetwear fashion week in the USA. The fashion week has attracted established brands and emerging creators both international and domestic. FOTR’s Fashion Week has become the leading global platform for streetwear-streetstyle brands.

To view the collections, visit: www.freshofftherail.com

2020’s FOTR Roster of Talent:

Havoc

Showing Friday, October 9th @ 4:00 PM

Havoc is a streetwear brand for everyone. The collection has something for the wearer every day from a date outfit to a comfy sweater that will be sure to be a favorite. Havoc comes from the world of skating so all of their pieces are “skateable”. So grab your favorite shoes and hit your local park! Most of the creative team is located in Houston, TX with the balance of the team spread out across the country, so feel free to reach out, odds are they will have an employee or a brand ambassador nearby.

Oh Ok

Showing Friday, October 9th @ 5:00 PM

Oh Ok is one of entrepreneur Kay Walker’s ventures. Originally in the beauty business with a successful salon, Just Klippers, Kay has found herself being drawn into the fashion business with her brand of apparel under the moniker “Oh Ok”. What started as a small t-shirt collection out of her house as a side project to pay for her son’s college tuition, transitioned into the brand it is today. Kay got her start in fashion as a model for Fubu/We Buy Black & Fresh of the Rail. Now, returning in the 2020 edition as a collection on the runway, she considers herself to be blessed & wants to share her vision with everyone else – babies, kids, women, & men.

Risk is Key

Showing Friday, October 9th @ 6:00 PM



Risk Is Key is a unisex lifestyle brand, founded by Vernell Moore, Jr., that is built on the notion that one should be brave enough to live one's life by rejecting the status quo and following one's dreams even in discomfort. Risk Is Key started as a school project, but quickly evolved into a full-fledged fashion brand catering to young men and women alike, who have the courage to step outside the norm.

Yu Ta Se To Gawa

Showing Friday, October 9th @ 6:00 PM

As a sustainable initiative, we use used clothing and waste materials from collections as materials. Since there are many one-of-a-kind items and the material is special, we hope that only those who can love some damage can use it. We have recovered as much as possible before production, but we appreciate your understanding.

Tara Kari

Showing Friday, October 9th @ 3:00 PM

Growing up with creative parents (dad as a carpenter and mom had a bridalwear boutique) made Tara Kari curious about the use of different materials & their combinations. Still today, she feels inspired by nature, different textures, art & culture. Her design trademarks: Timeless designs, high quality workmanship & sustainability. Designer Tara Kari holds each of these major things close to her heart.

Stuck Up Girl

Showing Friday, October 9th @ 4:00 PM

The Stuck Up Girl (SUG), designed by Travis Hamilton of Negriz LeBrum, is a brand that represents the man and woman who walks to the beat of their own drum. The brand attitude is fused with fashion, creativity and sex appeal that perfectly defines their designs. SUG streetwear is modern street style with a serious vintage twist...

If Legends

Showing Friday, October 9th @ 5:00 PM

If Legends balances the vintage, logo embellished track suits of the 70's & 80's with a clean, modern aesthetic of today's relaxed sportswear. Equally at home in anyone's closet, regardless of gender or age.

TRUE HasHisHin

Showing Friday, October 9th @ 6:00 PM

TRUE HasHisHin is a streetwear brand that is rooted in athletic inspired classics, hoodies, t-shirts and track pants, but brings these classics boldly into the here and now with strong, unmistakably modern graphics.

John Ashford



Showing Friday, October 9th @ 7:00 PM

Authentic by John Ashford is a unique brand that combines couture with high fashion art. Each shoe is an artistic masterpiece that is hand crafted and signed by John Ashford himself. This presentation is about the creative solutions made necessary by Self Quarantine. Each model did her own hair and make-up, as John Ashford took video and photographed high energy shots from an artistic eye.

The 2020 Fresh Off The Rail images were shot at:

MECA History

MECA began in 1977, growing out of the St. Joseph Fun 'n Food Fest, the first citywide celebration of the various cultural groups that lived in inner-city Houston. St. Joseph's Catholic Church in the Old Sixth Ward led the festival; the church's pastor, Father Sam Rosales, asked MECA's founder and executive director, Alice E. Valdez, to build upon the spirit of community created by the festival by developing a program that would provide alternative arts activities for the city's youth and families. MECA received 501(c)(3) status and was incorporated in 1979; in 1993, MECA moved to its current home in the historic Dow School building in the Old Sixth Ward. Built in 1912 and listed on the National Register of Historic Places, the school is currently undergoing restoration through MECA's Dow School Rehabilitation Project; Phase I exterior restoration was completed in 2010.

MECA programs are nationally recognized for producing talented student artists. Such recognition includes being designated a Point of Light by President George H. W. Bush and being named a four-time semi-finalist for the President's Committee on the Arts and Humanities Coming Up Taller Award. Student ensembles and artists also are known for their talent and achievements; recently, the National Endowment named the advanced Mariachi ensemble an American Masterpieces Touring Ensemble for the Arts.

Press Contact:

R. Scott French
VERY New York

scott@verynewyork.com

###