

METROPOLITAN FASHION WEEK



FOR IMMEDIATE RELEASE

MUSEUM OF ILLUSION IN HOLLYWOOD TO HOST METROPOLITAN FASHION 2025 INTERACTIVE SHOW *A Spectacular Evening of Fashion & Visual Installations*

Los Angeles, California – Thursday, August 21, 2025, Step into a world where fashion meets imagination at the [Metropolitan Fashion Week Interactive Fashion Show on Friday, September 26, 2025, hosted at the Museum of Illusions in Hollywood](#). This one-of-a-kind event invites guests and media to do more than just watch the runway, they'll become part of it.

In this immersive experience, attendees can turn their photos into art, blending high fashion with the mind-bending visual installations of the **Museum of Illusions, Upside Down House & The Giant House**. Guests will have the chance to pose among surreal backdrops, interact with live models showcasing whimsical fashion masterpieces designed by 10 Fashion Designers, and capture unforgettable moments that blur the lines between fashion, photography, and illusion.

Metropolitan Fashion Week Competition Join us for a celebration of creativity, glamour, and bold expression! This year, **Metropolitan Fashion Week** will host an exclusive competition honoring the most iconic moments of the evening. Get ready to **dress to impress, strike a pose, and sip in style** because these awards are up for grabs:

- **T180 Professional Flawless Avant-Garde Award** Awarded to the guest (Ticket holder) with the most innovative and breathtaking avant-garde outfit. Push boundaries and turn heads! The Winner will receive: T180 PROFESSIONAL® plant based natural hair care, is sending the winner on a **4-day / 3-night cruise!** Must be 21 years and older to qualify.
- **Best World of Illusion Social Media Photo:** Post your best shot from the event and tag us for a chance to win! The most stylish, creative, or viral worthy image will take the crown.
- **Best Diet Coke & Smartwater Photo:** Whether you're sipping in style or making a bold fashion statement with your Diet Coke or Smartwater, show us how you do it! Originality and flair are key.

How to enter: Tag [@MetropolitanFashionWeek](#) / [@museumofillusions.usa](#) [@DietCoke](#), [@smartwater](#), [#MetropolitanFashionWeek](#) / [#worldofillusions](#) [#museumofillusions](#) / [#DietCoke](#) / [#Smartwater](#). Photos must be posted during the event night to be eligible. Winners will be announced during the closing ceremony. Prizes, prestige, and fashion glory await!

Event Schedule

- Museum of Illusion / 6751 Hollywood Blvd, Hollywood, CA 90028
- 7:00PM Doors open for Media
- 8:00PM Doors open for ticket holders
- 8:00PM Diet Coke Red Carpet
- 9:00PM Fashion Presentation
- 9:45PM Fashion Presentation 2
- 10:00PM After Party Photos with Designers & Models
- [Limited tickets available for purchase click here](#)
- [Media Application click here](#)
- **PRESENTED BY:** Diet Coke, Smartwater, Hershey's, T180 Professional, The Original Farmers Market LA, & World of Illusion

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This year's event goes beyond the runway, supporting youth affected by the wildfires in Altadena, CA by donating books to local schools and community events through the **Kiwanis Literacy Club of Southern California**.

ABOUT [METROPOLITAN FASHION WEEK](#) “World of Fashion Masterpieces”

Metropolitan Fashion Week proudly stands as one of the longest-running fashion week on the West Coast of the United States in Los Angeles, Seattle, Las Vegas, Palm Springs, Caracas, Mexico City & Sevilla, has made a global impact on the fashion scene by presenting events held in dramatic, non-traditional venues that showcase not only fashion designers and costume designs, but also the most beautiful venues each city has to offer. Celebrating the world of fashion and costume designers in the categories of Avant Garde and Couture Gowns. Metropolitan Fashion Week was founded in 2011 in Seattle, WA by Eduardo Khawam. TheMetropolitanFashion.com

ABOUT KIWANIS LITERACY CLUB OF SOUTHERN CALIFORNIA One in four children grow up without learning how to read. Kids who don't master reading by the 3rd grade are four times more likely to drop out of school. Even more alarming, two-thirds of students who struggle with reading by the end of 4th grade face a much higher risk of ending up in the system—whether it's jail or welfare.

At the Kiwanis Literacy Club committed to changing this narrative. We provide books to children in need, particularly in “book deserts,” where access to books is severely limited. We believe that reading is more than just a skill, it's a superpower. By giving the gift of literacy, we're opening doors and creating brighter futures for all children.

PRESS CONTACT: For media inquiries, interviews, or press passes, please e-mail:

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