

# Newsletter



Fashion Lives Within  
You



Fashion Industries March 2026

## OUR MISSION

At FLY NY, our mission is to empower individuals to Forever Love Yourself through sustainable, comfortable, and meaningful apparel. We are dedicated to protecting the planet and nurturing self-expression by creating clothing from natural materials that support both environmental and personal well-being. We strive to build a community where everyone feels part of the FLY NY family and inspired to live a positive, confident, and authentic lifestyle.

## WHO IS FLY NY

FLY NY is a student-run apparel brand based at the High School of Fashion Industries in Chelsea, Manhattan. The company designs and sells sustainable and inclusive athleisure wear made from natural materials such as cotton and linen, focusing on comfort, quality, and environmental responsibility. Through its brick-and-mortar space, VE website, trade shows, and community collaborations, FLY NY connects fashion with purpose while giving students real-world business experience in marketing, design, and entrepreneurship.



### A word from the CEO

When I think about FLY NY, I don't just think about a brand—I think about the team behind it. The students who dedicate their time, talent, and energy every day are what truly makes this company special. They represent not only our mission but also their home.

Summer Otano



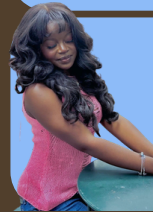
Summer is our Chief Operating Officer. She is very dedicated to FLY NY and making sure everything stays on task. She's always bringing us her high energy and good vibes.

Sadie Keogh



Sadie works in our Human Resources department. She has contributed a lot to FLY NY. She is organized, dedicated, and always puts full effort into everything.

Riyan Thomas



Riyan works within our Marketing and Design departments. Her support has driven FLY NY as a brand. She is always on task, a very hard worker, and always determined.

## Announcements



*FLY NY is getting ready to host their booth at the Youth Business Summit on April 21st, 2026.*



*CO'26: The fly way | FLY NY helps our seniors prepare for adulthood with Glam4Good (coming soon)...!*



# RECENT EVENTS



## GLAM4GOOD

Glam4Good is a nonprofit organization founded by celebrity stylist Mary Alice, that repurposes unused clothing, beauty products, and other essentials from brands and redistributes them to communities in need. The organization works with companies, schools, and communities to turn excess merchandise into meaningful resources who might not have access to these items. Through their program, Glam4Good helps people to feel confident, supported, and empowered.

## SHOP4GOOD



FLY has partnered with G4G to create a one-of-a-kind shopping experience for our graduating class. During the event, HSFI will be transformed into a boutique style space where seniors can browse and choose items from a multitude of categories. This event is designed not only to provide essentials but to also honor students and make them feel valued during their final months at fashion. The rest of the merchandise will be stocked in the FLY store for everyone to access

## Bang Cookies x FLY

Bang Cookies is an all-natural and organic cookie company founded in 2016 by George Kuan. The brand is known for its thick, freshly baked cookies made with clean, high-quality ingredients and no unnecessary additives. Bang Cookies also values community impact and frequently partners with organizations and schools. In November of this school year, FLY NY partnered with Bang Cookies to host a fundraiser for the school. Each student created a personalized link to share with friends and family so supporters could donate by purchasing cookies. By working together and spreading the word, the school community helped make the fundraiser a success, raising a total of \$10,700.



# PARTNERSHIPS



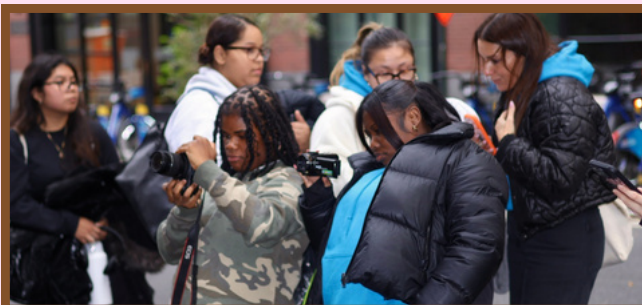
## MODEL UN

We had the opportunity to attend the Global Citizens Model United Nations (GCMUN) conference in New York City. An international conference where thousands of middle and high school students from over 100 countries gather to simulate the work of United Nations ambassadors. We were proud to participate in this prestigious event, which is widely recognized for its high academic standards and its partnership with the United Nations.

## STORIES OF IMPACT



Attending GCMUN was an incredibly valuable experience. The conference allowed us to deepen our understanding of international affairs while strengthening important skills such as public speaking, communication and research. One of the most rewarding aspects was collaborating with students who share a passion for global issues and international diplomacy. Our school was also honored with the Best Small Delegation award, and several of our students received Honorable Mention Delegate awards.



## BIG THINGS COMING...

In September 2025, HSI kicked off an incredible partnership with Nike and as a student-run brand, FLY NY had the opportunity to work closely with members of their team. What started as a collaboration quickly became a hands-on experience we'll never forget.



## GETTING FLY WITH NIKE

We helped facilitate test groups for new Nike products and participated in focus groups where students shared honest feedback on their digital presence and evolving brand identity. We also presented our own designs and marketing strategies for their feedback – and let's just say, they were seriously impressed!



# POP-UPS WITH FLY NY



## WARM GREETINGS

FLY NY uses pop-ups to engage with the community, while our brick-and-mortar location serves as both a gathering space and a hub for testing new ideas. In-store, we connect directly with customers, gather real-time feedback, and conduct hands-on market research.

## PAST THEMES

Festive gatherings with loved ones

Christmas carols and joyful melodies

Sweet treats and warm cocoa

The joy of giving and sharing



## THE MINDS AT FLY



## CONNECT WITH FLY

Customers can explore collections, join our email list, and stay up to date through our online store.

We believe we're only as strong as our community. By hosting our monthly pop-ups, we can give our consumers what they want and need while creating a space for social innovation. Our primary goal remains community empowerment through fashion. These pop-ups give students the opportunity to stock up on merch, using our school currency. It encourages financial responsibility by shopping sustainable apparel.

# Market NEWS

FLY NY

## “Everything You Need to Know About Fast Fashion” – Alyssa Hardy



In “Everything You Need to Know About Fast Fashion,” Alyssa Hardy explains how fast fashion refers to the rapid production of cheap, trend-based clothing that moves from runway or social media to stores in a matter of days. Writing for Vogue, she highlights how this model encourages overconsumption while hiding serious environmental and social costs, including high carbon emissions, water waste, textile pollution, and unsafe, underpaid labor conditions often affecting women in developing countries. Hardy also discusses how overproduction leads to massive clothing waste that floods landfills and secondhand markets, and she points to potential solutions such as stronger labor laws, supply chain transparency, and a shift toward “slow fashion,” where consumers buy fewer, higher-quality pieces and support more sustainable brands.

Since sustainability is one of our main pillars at FLY NY, this article shows that sustainability is a growth enabler, and 73% of global consumers are willing to adjust their consumption habits to minimize environmental impact. This sudden shift in consumer behavior represents a significant opportunity for businesses to incorporate sustainability, which paves the way for unique development for businesses. Our company isn't the only one embedding sustainability, leading companies are also embedding sustainability at the core of their operations.

## “Using sustainability to drive corporate growth and innovation” – Denise Rotondo



### FOCAL POINTS

- Sustainability
- Environmental Impact
- Growth
- Overproduction and Waste

# FLY NY

HOME

BLOG

FLY

OFFER

SHOP



## 5 Ways To Make Your Style Better

VISIT OUR SHOP

HOT  
OFFER  
THIS  
WEEK



THIS MONTH FLY IS OFFERING HALF OF PRICES FOR ALL OUR MERCH! WE HOPE AS SPRING COMES BACK YOU ALL CAN STAY FLY AND COZY! BUT FOR HALF OF THE PRICE!!



Love yourself and forget the rest!

