



The Foundation for New York's Strongest

FOR IMMEDIATE RELEASE

Press Release #19-04

August, 2019

CONTACT: Julie Raskin / 646-885-4928

Zero Waste Daniel Collaborates in an Art-Fashion Exhibition with the NYC Department of Sanitation's Official Nonprofit Organization: *Includes One-man New York Fashion Week Show and Comedy Act to Promote Sustainability and benefit the Foundation for New York's Strongest*

[Zero Waste Daniel](#) today announced his program for Fall 2019 New York Fashion Week (NYFW). Building upon his earlier comedy shows and zero waste-fashion designs, Daniel is holding his latest one-man NYFW show —“Sustainable Fashion is Hilarious” — at [Ace Hotel New York](#) in NoMad [on September 12th](#).

[Starting on September 9th](#), Ace Hotel New York will exhibit Daniel's eco-streetwear at its Art Gallery Space. The exhibition, **ZWDSNY**, features work from the designer's upcoming collaboration with the NYC Department of Sanitation's official nonprofit, the **Foundation for New York's Strongest**.

“I live my life and run my grassroots design business with a driving goal: inspiring people to protect our environment,” said Zero Waste Daniel. “My hope is that my collaboration with Sanitation's foundation will encourage people and the fashion industry to take on climate change in beautiful and creative ways.”

In the gallery exhibition **ZWDSNY**, Daniel leads visitors through his step-by-step journey leveraging Sanitation's retired attire, materials and hard-to-recycle industrial items once considered trash, transforming them in an artfully crafted, collection of streetwear and accessories. The **ZWDSNY** capsule collection utilizes **traditional and unconventional materials to re-envision design and create without waste**.

“With our ambitious goal to send zero waste to landfills, Daniel's collection exemplifies the beauty that can be found in recycling and reuse,” said **Julie Raskin**, Executive Director of the **Foundation for New York's Strongest**, which builds unconventional collaborations to encourage New Yorkers to embrace sustainability. 100% of proceeds from ticket sales will benefit the Foundation.

**Ace Hotel New York - [20 West 29th Street, Manhattan](#)
Gallery Exhibition: [September 9 through October 4](#)**

NYFW Show *Sustainable Fashion is Hilarious*: [September 12, 8pm](#)

Tickets Now Available

ABOUT ZERO WASTE DANIEL

Zero Waste Daniel is a New York based clothing designer and zero-waste pioneer. In 2016, after running a eponymous formal wear line for several years, he embarked on a new journey by creating Zero Waste Daniel, a line of genderless basics fabricated completely from pre-consumer waste sourced from New York's garment industry. His story and brand went viral in 2017 with more than 20 million views worldwide on features in NOW THIS, INSIDER, MASHABLE, BUZZFEED, MADE BY GOOGLE, and CNN.

ABOUT THE FOUNDATION FOR NEW YORK'S STRONGEST

The Foundation for New York's Strongest, Inc. is the official nonprofit organization of the NYC Department of Sanitation. The Foundation leverages partnerships and non-traditional strategies to promote sustainability and advance the essential services of Sanitation employees. To learn more, please visit nycstrongest.org.