



BIC LIGHTS UP NY FASHION WEEK WITH DESIGNER ALEXANDER WANG

September 20, 2016 - BIC Lighters became the perfect desirable fashion accessory, literally, thanks to a partnership with renowned designer and longtime fan of BIC lighters, Alexander Wang.

During Wang's New York Fashion Week runway show on 10-SEP-2016, BIC mini lighters were worn around the necks of dozens of models in leather cases designed by Wang, reminiscent of the classic lifeguard whistle necklace.

During the after party, BIC distributed nearly 3,000 lighters adorned with an exclusive Alexander Wang design available only at his fashion week event, and 1,500 of BIC's most popular special edition lighter series. Guests at the party flocked to the customized BIC Lighter truck and outdoor lounge to relax and pick out their favorite designs.

Celebrities at Wang's star-studded runway show and after party included Madonna, Zoë Kravitz, Kylie Jenner, Tyga, Nicki Minaj, and Kendall Jenner, who walked the runway.

"Alexander Wang is one of fashion's hottest designers and we're honored and thrilled that he selected a BIC lighter as the finishing touch for his Spring 2017 show," said Tim Koletsos, Director-Lighter Marketing. "His use of a BIC lighter - the safest, most reliable and most trusted available - confirms that BIC lighters are the perfect accessory for every lifestyle, experience and mood."