



A Runway Show That Stitches High Fashion and HIV

'HIV Unwrapped' will feature models living with HIV at a runway show that confronts HIV stigma.

September 11, 2025 By [Mark S. King](#)

Just imagine if there was a runway show during the fashion event of the season – New York Fashion Week – that featured not only several models living with HIV, but couture inspired by molecular science, human resilience, and the communities most affected by HIV.

Your imagination will be rewarded this Saturday, September 13, when a unique runway experience will take place at the Nexus Club New York. Guests in attendance will include [Dr. Demetre Daskalakis](#), the former CDC official who resigned in protest two weeks ago.

[Plus Life Media \(+Life\)](#) a multi-media brand focused on eliminating HIV stigma, with support from Gilead Sciences, has announced the U.S. debut of “HIV Unwrapped,” a global initiative that unites fashion, science, and storytelling to confront HIV stigma and reignite a critical conversation, during New York Fashion Week 2025. The immersive, choreographed show will spotlight the lived experiences of those impacted by HIV and those working to end the epidemic.

Are you not in New York City to see this fashionable, stigma-bashing event? No problem.

HIV Unwrapped will be filmed as a +Life original broadcast special, premiering in conjunction with World AIDS Day on December 1st. The special will feature exclusive behind-the-scenes access to the conception and production of featured garments, HIV Unwrapped's previous global iterations, and interviews with up-and-coming designers and groundbreaking scientists.

“I’m thrilled to bring HIV Unwrapped to life during New York Fashion Week, because let’s be honest, HIV deserves better PR, and what better way to do that than with fabulous fashion?” said HIV Unwrapped executive producer, [Karl Schmid](#). ““HIV Unwrapped takes the lab coat off the hanger and onto the runway, proving science and fashion together can smash stigma in ways statistics never could. And right now, when HIV funding and visibility are under threat, we need bold, beautiful statements like this more than ever.”

The multi-platform brand +Life is inspired by ABC talent Karl Schmid's own story of living with shame and fear of having HIV due to the amount of ignorance and stigma surrounding the virus. +Life appears across multiple social media platforms offering the flagship +Talk round-table talk show and content revolving around love and relationships, entertaining, medicine, nutrition

and spirituality.

Go to www.HIVUnwrapped.com for more information.

Mark

© 2026 Smart + Strong All Rights Reserved.

<http://beta.docker.poz.com/blog/runway-show-stitches-high-fashion-hiv>