

FOR IMMEDIATE RELEASE

## **St. Regis Dealcoholized Wines Named Official Non-Alcoholic Wine Partner of New York Fashion Week by Runway7**

**Laval, Qc. | September 10th, 2024** – St. Regis dealcoholized wines proudly stepped into the spotlight as the official non-alcoholic wine partner for New York Fashion Week by Runway7 this September. Bringing sophistication and elegance to one of the fashion industry’s most anticipated events, St. Regis offered models, designers, and guests a stylish alcohol-free alternative that seamlessly complemented the glamour of the runway.

During pre-show fittings, designers and models indulged in the finest offerings from St. Regis, enjoying a refreshing moment amid the bustling preparations. The dealcoholized wines provided a chic option that catered to the growing wellness trend in the fashion and lifestyle industries. Attendees also enjoyed a custom-crafted St. Regis mocktail, designed to embody the week’s elegant aesthetic while keeping energy levels high and spirits uplifted—without the presence of alcohol.

“By offering our dealcoholized wines, we aimed to enhance the celebratory mood of Fashion Week while supporting the wellness and focus of attendees,” said Annie Ménard, Brand Manager for St. Regis Wines Canada. “We’re thrilled to be part of an event that emphasizes not only style but also the importance of mindful living.”

This partnership underscored the growing trend of inclusive beverage options in high-profile settings. St. Regis provided an elegant alternative, allowing everyone to celebrate the fashion-forward atmosphere without compromise. From fittings to after-parties, St. Regis made its mark with its ever-growing range of palate-pleasing wines that bring all the sophistication of traditional wines—minus the alcohol.

For more information about St. Regis dealcoholized wines, visit [stregiswines.com](https://stregiswines.com).

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### **About St. Regis dealcoholized wines:**

*St. Regis offers a sophisticated range of dealcoholized wines, providing a refined, flavourful alternative for those seeking to enjoy the elegance of wine without alcohol. With a commitment to taste, quality, and inclusivity, St. Regis caters to those who appreciate the finer things in life—responsibly.*