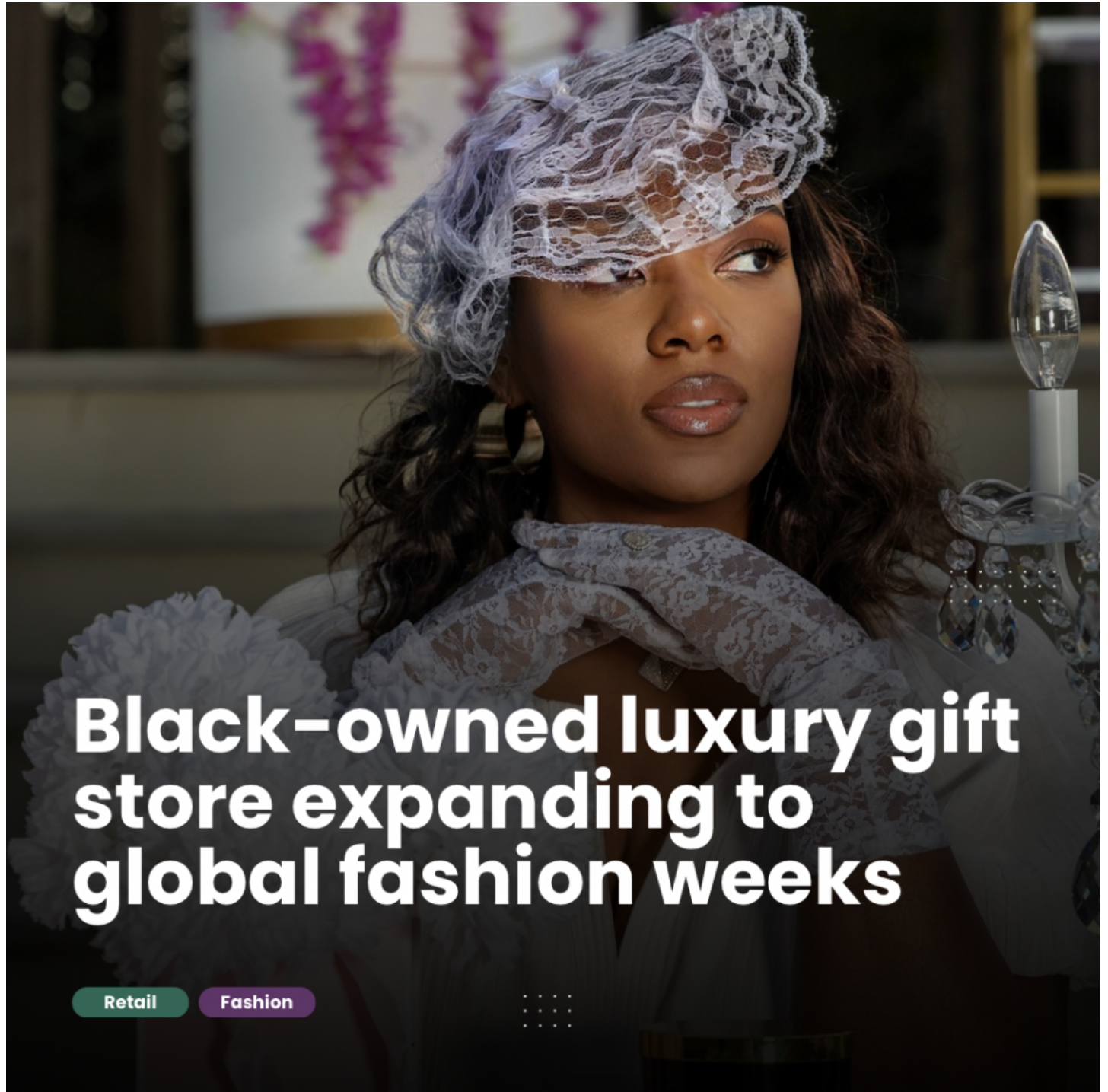


Birthday Sugar lands 3-city fashion week brand deal in New York, Paris, and Los Angeles

Ozark-based black-owned luxury gift store birthday sugar secures historic 3-city partnership as official luxury gifting partner for New York Fashion Week, Paris Fashion Week, and Los Angeles Fashion Week with the gifted edit campaign



Black-owned luxury gift store expanding to global fashion weeks

Retail

Fashion



Ozark, Alabama Jun 7, 2026 ([Issuewire.com](https://www.issuewire.com)) - Birthday Sugar, a luxury gift store and design firm headquartered in Ozark, Alabama (tounded by a Birmingham native), today announced a premium brand partnership with a major fashion bureau, securing a 3-city tour at New York Fashion Week, Paris

Fashion Week, and Los Angeles Fashion Week beginning in September 2026.

Under the campaign The Gifted Edit: Where the Gift Store Experience Meets the Runway, Birthday Sugar will serve as the official luxury gifting partner for the fashion week series, bringing its curated selections and experiential retail approach to the world's most influential fashion capitals.

"Being born and raised in Birmingham, I've always had a deep connection to style, culture, and entrepreneurship," says Angela Roberts, founder of Birthday Sugar. "This is a milestone moment. We're creating a gift store experience styled like fashion, and being part of these fashion weeks allows us to bring that experience to a global audience."

Birthday Sugar has built a loyal following that includes notable celebrity clients, many of whom discovered the brand through word-of-mouth and personalized service. The brand is honored to be trusted by influential figures in entertainment, fashion, and culture for their most meaningful gifts.

The tour will feature three distinct city experiences:

- New York: The Urban Edit
- Paris: The Couture Edit
- Los Angeles: The Glam Edit

Exclusive tour collections and VIP experiences will be announced at each city.

About Birthday Sugar

Birthday Sugar is a luxury gift store, design firm, and event space headquartered in Ozark, Alabama.

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Luxury Event Group Inc.

Luxuryeventgroupinc@gmail.com

1880 South Union Ave

Ozark, Alabama, 36352

Birthdaysugar.com

@Birthdaysugar

Media Contact

Birthday Sugar

*****@gmail.com

<http://Birthdaysugar.com>

Source : Birthday Sugar

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