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Fair Wear Fashion Show Reimagined Under New Direction at Agriculture and Food Fair

A staple of the Agriculture and Food Fair, the Fair Wear Fashion Show is entering a new chapter with added emphasis on honoring farmers, showcasing local creativity, and strengthening its connection to the Virgin Islands community.

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As part of the 54th Annual Virgin Islands Agriculture and Food Fair, which will run Feb. 14–16 at Estate Lower Love under the theme “Agriculture and Technology: An Ideal Mix in 2026,” the Fair Wear Fashion Show and Competition is entering a new chapter aimed at strengthening its visibility and deepening its connection to the community.

The Fair Wear Fashion Show and Competition, a longstanding feature of the Agriculture and Food Fair, is now being guided by Bria James, who is serving as director for the first time. Under her leadership, the event is being repositioned with an emphasis on revitalization, broader engagement, and a clearer connection between fashion, agriculture, and local heritage, while maintaining its role as a public, inclusive competition. One of the most notable enhancements introduced under James's leadership is the intentional recognition of local farmers. Each segment of the fashion show is dedicated to a specific farmer, a change designed to spotlight the individuals who play a central role in sustaining the territory's agricultural community. Through this approach, attendees are offered not only a fashion showcase but also an opportunity to learn about agricultural history and the people behind the industry.

By pairing creative expression with education and acknowledgment of local farmers, the Fair Wear Fashion Show aims to reinforce its connection to the broader mission of the Agriculture and Food Fair. Organizers say the renewed focus is intended to strengthen community ties while honoring both fashion and farming traditions that continue to shape the Virgin Islands.

With plans already in place for future participation, the Fair Wear Fashion Show and Competition is positioning itself as a revitalized platform for creativity, education, and community recognition within the territory's premier agricultural celebration.