

THE  
ROXY HOTEL  
NEW YORK

[The Roxy Hotel](#) Celebrates Pride with “NEW YORK DRAG”: A Photography Exhibition by Victor Demarchelier.

**On View June 13 – August 31, 2025 | The Roxy Hotel, New York City | 2 Avenue of the Americas**

In celebration of Pride Month, The Roxy Hotel proudly presents “NEW YORK DRAG”, a powerful photography exhibition showcasing select works by acclaimed fashion and portrait photographer Victor Demarchelier, drawn from his celebrated book of the same name. The exhibition will be on view from **June 13 through August 31, 2025**, at The Roxy Hotel.

*New York Drag* is a vivid tribute to the city’s electrifying drag scene—a world of bold self-expression, defiant artistry, and unshakable identity. Captured through Demarchelier’s lens, each portrait is a love letter to New York’s drag performers.

Set against the cinematic backdrop of The Roxy, the exhibition will feature large-scale prints of some of the book’s most arresting images. In Demarchelier’s signature style, the portraits are both intimate and iconic, elevating drag beyond performance into the realm of fine art.

[About Victor Demarchelier](#)

Victor Demarchelier is a globally acclaimed photographer known for his refined aesthetic, blending timeless photographic art with current themes. Trained under his father, Patrick Demarchelier, Victor has developed a distinctive approach to light and composition. His work regularly appears in *Vogue*, *Interview*, *GQ*, and *Harper’s Bazaar*, and he has created campaigns for Dior, Dolce & Gabbana, Ralph Lauren, and more.

Victor Demarchelier embarked on a powerful portrait series celebrating the diversity and individuality of New York’s drag scene. Shot in natural daylight against a simple gray backdrop in his Tribeca studio, over 60 performers were captured in custom, hand-crafted looks. More than a study in glamour, the series reveals the personalities behind the artistry, portraying drag as a bold and vital form of self-expression.

**About Grandlife**

Grandlife is home to New York City’s iconic properties: The Roxy Hotel and Soho Grand. Grandlife is a state of mind, an atmosphere, and a cultural extension of the hotels

encompassing entertainment, cinema, art, fashion, fine dining, nightlife, live music, design, and an in-depth appreciation of downtown New York's culture.

From intimate jazz performances to cutting-edge art installations, every moment at The Roxy and Soho Grand is crafted to celebrate the dynamic culture of New York City. By nurturing creativity and providing a platform for artists of all kinds, Grandlife plays a pivotal role in sustaining and advancing the artistic energy that makes downtown Manhattan unique.

**Exhibition Details:**

**NEW YORK DRAG** by Victor Demarchelier

**June 13 – August 31, 2025**

**The Roxy Hotel**

2 Avenue of the Americas, New York, NY 10013

Free & Open to the Public

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