

NEW YORK LATIN FASHION WEEK (NYLFW)TM

OFFICIAL PRESS KIT

1. PRESS OVERVIEW

ENGLISH

New York Latin Fashion Week (NYLFW) is the global, commerce-first authority platform dedicated to elevating, measuring, and scaling Latino fashion brands. Based in New York, NYLFW operates as an institutional ecosystem that connects culture, commerce, and global markets through proprietary data, strategic partnerships, and international visibility.

NYLFW is not an event. It is a platform designed to transform Latino fashion from visibility into economic power, long-term scale, and global leadership.

ESPAÑOL

New York Latin Fashion Week (NYLFW) es la plataforma global de autoridad, commerce-first, dedicada a elevar, medir y escalar marcas de moda latina. Con sede en Nueva York, NYLFW opera como un ecosistema institucional que conecta cultura, comercio y mercados globales a través de data propietaria, alianzas estratégicas y visibilidad internacional.

NYLFW no es un evento. Es una plataforma diseñada para transformar la visibilidad en poder económico, escala a largo plazo y liderazgo global.

2. OFFICIAL BOILERPLATE

ENGLISH

New York Latin Fashion Week (NYLFW) is the global authority platform for Latino fashion. Headquartered in New York City, NYLFW operates as a commerce-first ecosystem that elevates, measures, and scales Latino fashion brands through proprietary research, industry rankings, strategic partnerships, and international market access. NYLFW owns and produces official industry intellectual property including *The State of Latino FashionTM*, *The Latino Fashion IndexTM*, *Top Latino Fashion LeadersTM*, and the *Latino Brand Export MapTM*.

ESPAÑOL

New York Latin Fashion Week (NYLFW) es la plataforma global de autoridad para la moda latina. Con sede en la ciudad de Nueva York, NYLFW opera como un ecosistema commerce-first que eleva, mide y escala marcas latinas mediante investigación propietaria, rankings de la industria, alianzas estratégicas y acceso a mercados internacionales. NYLFW es propietaria y

productora de propiedad intelectual oficial de la industria, incluyendo *El Estado de la Moda Latina™*, *Latino Fashion Index™*, *Top Latino Fashion Leaders™* y el *Latino Brand Export Map™*.

3. LOGO PACK STRUCTURE

INCLUDED FILES

The official NYLFW logo pack should include the following assets:

- NYLFW Primary Logo (Horizontal)
- NYLFW Primary Logo (Vertical)
- NYLFW Monogram / Acronym (NYLFW)
- NYLFW 2.0 Wordmark
- Black version
- White (reverse) version
- Monochrome grayscale version

FILE FORMATS

- PNG (transparent background)
- SVG (digital use)
- EPS (print use)
- PDF (quick reference)

NAMING CONVENTION

- NYLFW_Primary_Black.png
- NYLFW_Primary_White.png
- NYLFW_Monogram.svg
- NYLFW_Wordmark.eps

USAGE RULES

- Logos may not be altered, stretched, recolored, or modified
 - No drop shadows, gradients, or visual effects may be added
 - Maintain clear space equal to the height of the “N” in NYLFW
 - Logos may not be placed over busy or low-contrast backgrounds
 - Usage subject to NYLFW brand approval
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4. BRAND IMAGERY GUIDELINES

VISUAL DIRECTION

NYLFW brand imagery must reflect authority, scale, and global relevance — not festival or runway-only aesthetics.

Approved imagery should feel:

- Editorial
- Institutional
- Global
- Intentional

APPROVED IMAGE TYPES

- Architectural venues and global cityscapes
- Curated runway moments (wide, composed, intentional)
- Business and institutional settings (panels, closed-door meetings)
- Designers and leaders in controlled, editorial portraits
- Detail shots that convey craftsmanship and luxury

AVOID

- Backstage chaos
- Overcrowded runway shots
- Flash-heavy party photography
- Low-resolution or social-media-only images
- Excessive branding overlays

COLOR & TONE

- Neutral or monochromatic palettes preferred
- Natural lighting or soft editorial lighting
- Minimal retouching

USAGE RIGHTS

- Images provided are approved for editorial and press use only
- Commercial use requires written authorization from NYLFW
- Credit required where applicable

5. PRESS CONTACT

For media inquiries, interview requests, or access to official assets:

Press & Communications

New York Latin Fashion Week (NYLFW)

*Official press email: Press@nylfw.com

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