

Runway 7 at NYFW: Spotlight on Latin American Designers

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From September 10 to 14, 2025, Runway 7 hosted its ninth edition at Sony Hall during New York Fashion Week. This event showcased over 130 designers from more than 16 countries. Notably, 28 Latin American brands participated, marking a significant representation from Argentina, Mexico, Colombia, Bolivia, and Costa Rica.

Diverse Collections from Latin American Designers

Beyond (Argentina): Bold Statements in Streetwear

Beyond made its NYFW debut with a collection emphasizing strength and urgency. Additionally, garments featured bold silhouettes, intense graphics, and striking textures. Collectively, aesthetic juxtaposed contrasts like light and dark, romanticism and detachment, and mysticism and urban rawness.

Deserve Urban (Argentina): Minimalist Youth Energy

Deserve Urban's "Latin Attitude" collection showcased a color palette of black, bone, steel gray, clay red, and classic blue denim. Therefore, garments, crafted from robust cottons, worn denim, and flowing synthetic fabrics, captured the energy and creativity of Latin youth.

Paolina Cattorini (Argentina): Cultural Heritage and Craftsmanship

Paolina Cattorini presented the "Legacy & Inheritance" capsule collection, celebrating Latin American cultures and ancestral wisdom. Hence, the collection combined Eastern and Western aesthetics, featuring enveloping silhouettes, exclusive textiles, and handcrafted finishes. Collectively, each piece told emotional and social stories behind the garments.

Camila Sanchez Depino (Argentina): Transformation and Resilience

Camila Sanchez Depino's "Crisol" collection explored the connection between craftsmanship, memory, and desire. Finally structured around themes of "Origen" and "Fuerza & Movimiento," the collection reflected on transformation and resilience in a post-industrial context.

Social Impact: Project Lab Coat Initiative

A central theme of the event was social responsibility. After all, the third season of Project Lab Coat aimed to raise awareness about various diseases, focusing on Lyme disease. Therefore, the campaign involved U.S. organizations, doctors, patients, and entertainers, emphasizing the importance of health awareness in fashion.

Runway 7's NYFW showcase highlighted the rich diversity and talent of Latin American designers. Thus, the event emphasized inclusivity, sustainability, and social responsibility, setting a precedent for future fashion showcases.

Therefore providing a platform for these designers, Runway 7 contributed to the global appreciation of Latin American fashion.

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