

Runway 7 NYFW Puts Latin American Designers in the Global Spotlight

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Buenos Aires / New York – Runway 7 returned for its **ninth edition** during New York Fashion Week from September 10 to 14 at Sony Hall, uniting more than **130 designers** from across the world. This season, Latin America took center stage, with **28 brands from Argentina, Mexico, and Colombia** showcasing collections that fused heritage, innovation, and modern design.

Over five days, the event drew **10,000+ attendees**, featuring everything from ready-to-wear to couture. Beyond aesthetics, Runway 7 emphasized **inclusivity, sustainability, and social causes**, spotlighting the third season of *Project Lab Coat*. This initiative raised awareness of **Lyme disease**, with U.S. organizations, doctors, entertainers, and patients joining the campaign.

Argentinian Highlights

- **Beyond** made a striking NYFW debut with a collection defined by **bold silhouettes, strong contrasts, and raw textures**. The designs embodied urgency and strength, blurring lines between **romanticism and urban grit**.
- **Deserve Urban** introduced its *Latin Attitude* line—**minimalist yet expressive streetwear** featuring gabardine trousers, textured polos, and denim infused with reds, grays, and clay tones.
- **Paolina Cattorini** unveiled *Legacy & Inheritance*, a capsule that celebrated **ancestral wisdom and artisanal craftsmanship**. The brand also reinforced its **social commitment**, partnering with NGOs, hiring regional artisans, and adopting **zero-waste practices**.
- **Camila Sanchez Depino** presented *Crisol*, developed between 2022–2025, reflecting **craftsmanship, memory, and resilience**. With 13 proposals split into *Origen* (cottons, reused denim, goldsmithing appliqués) and *Fuerza & Movimiento* (repurposed fabrics), the collection redefined post-industrial fashion.
- **Tokyoba's** SS25 line *Echoes of Nostalgia* paid homage to the **early 2000s pop era**, reimagined through futuristic streetwear. Denim, knitwear, and leather formed playful silhouettes in soft pinks and blues, capturing both nostalgia and modernity.

- **Enflame by Felipe Fontana** closed strong, reinforcing Latin America's growing global presence. Fontana's vision goes beyond fashion, aiming to **empower young Argentinian entrepreneurs** and foster global recognition.

A Latin American Fashion Force

Runway 7's latest edition showed that Latin America is not only participating in global fashion but actively **shaping its narrative**. From **avant-garde streetwear to culturally rooted couture**, these designers are bringing fresh perspectives that blend **craft, sustainability, and identity**.

As NYFW continues to evolve, the presence of **Latin American voices** signals a powerful cultural shift—one where diversity and heritage stand proudly alongside innovation.

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