

RAÍCES BY L | A | F | S



Raíces by LAFS announces its first destination: Santo Domingo, Dominican Republic

LAFS began in 2018 as an annual fashion conference with the mission of enriching Latin American talents through inspiring panels and workshops featuring global industry leaders, with whom they also had the chance to network and grow their businesses. The first edition was held at the magical Riviera Maya, and the second one in picturesque Cartagena de Indias, aiming to reunite the regional industry and introducing renowned international fashion leaders to Latin American professionals while promoting talent, tourism, and generating opportunities in the region.

After a virtual conference during the pandemic, early in March this year, LAFS successfully completed its most important edition in Miami, with the mission of exporting Latin American talent to the world. Pharrell Williams, Lauren Santo Domingo, Alexandre Birman and Aerin Lauder were some renowned names that collaborated to take this event to the next level.

Following this edition, a dilemma arose for LAFS: to continue exporting Latin American talent to the world or bring the world back to Latin America?. Due to the significant growth of the platform, the answer was simple: both. From now on, LAFS will host two big events per year. The Summit will always be in Miami, while a second experience under the name Raíces by LAFS will take place in a remote destination in the region. This last one aspires to return to the project's roots, connect with the culture of the chosen nation, and give the LAFS community quality content and networking while discovering a new place in the region and promoting tourism. "Our event is an extraordinary source of opportunities for the host country and a great window for local talents in the fashion and design industry," states Estefanía.

The events at Raíces by LAFS will prioritize providing enriching content and creating networking opportunities for Latin American entrepreneurs, especially for brands and buyers. The pop-up will be even more significant, allowing more regional designers to commercialize their products near their homes.

This week, LAFS officially announced its next destination: the Colonial City of Santo Domingo, Dominican Republic. One of the region's most preferred touristic destinations that invites travelers to reconnect with the origins of the Latin American culture. Presented by the Ministry of Tourism of Dominican Republic, Raíces by LAFS will host its first edition from March 13th to 15th, 2023. The event will start with a big opening ceremony and for two days, there will be panels led by industry leaders, a pop-up with a curation of Latin American design, and opportunities to connect with other professionals in the fashion industry. This project will help communicate Dominican Republic's support to the orange economy.

"In the cities that it lands, LAFS generates economic opportunities, provides visibility to the destination, encourages high-net worth tourism, promotes investment in the country, and features the destination's



cultural heritage. In only five days, LAFS generated up to \$1.5MM USD in Cartagena and in Miami it multiplied to USD \$2MM USD. Additionally, 85 % of the attendees have responded in our surveys that they plan their trip to the event with some extra days to explore the destination,” affirms Samantha.

The tickets for this unique event are now available, don't miss this opportunity! Raíces by LAFS invites you to discover a whimsical destination in Latin America while you expand your network and acquire knowledge to boost your fashion business! Do you have your ticket?

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ABOUT LAFS

LAFS is an omnichannel platform created by entrepreneurs Estefanía Lacayo and Samantha Tams with the mission of elevating and enriching the Latin American fashion and design industries, aiming to make them more relevant than ever. It all began when they noticed the general lack of opportunities within the region, that was receiving a growing interest. A project that once started exclusively as an annual conference that brought together a group of globally respected industry experts in 2018 is now much more than that.

LAFS is a powerful community, a platform that showcases the Latin American talent to the world, and a leading content and events creator that provides networking opportunities for fashion entrepreneurs by partnering with important design academies, wholesale platforms, and by hosting its own contest: The Pitch to LAFS.

Recently, LAFS created TRIBU, a new networking platform whose mission is to revolutionize the way in which the fashion industry connects.