

ELISIANE RIBEIRO

Fashion & Lifestyle Column



I went to check out what happened at LAFS Miami 2024 – annual summit that brings together globally respected industry leaders since 2018, to inspire the Latin American community.

From breathtaking incredible collections to insightful panel discussions, the event is a cornerstone for anyone passionate about the future of these dynamic fields.

This year, LAFS Miami brought together industry leaders, innovators, and trendsetters for an unparalleled experience. We captured the key highlights and exclusive behind-the-scenes moments that truly define this pivotal event. Explore our coverage and stay connected with the trends setting the stage for the future.

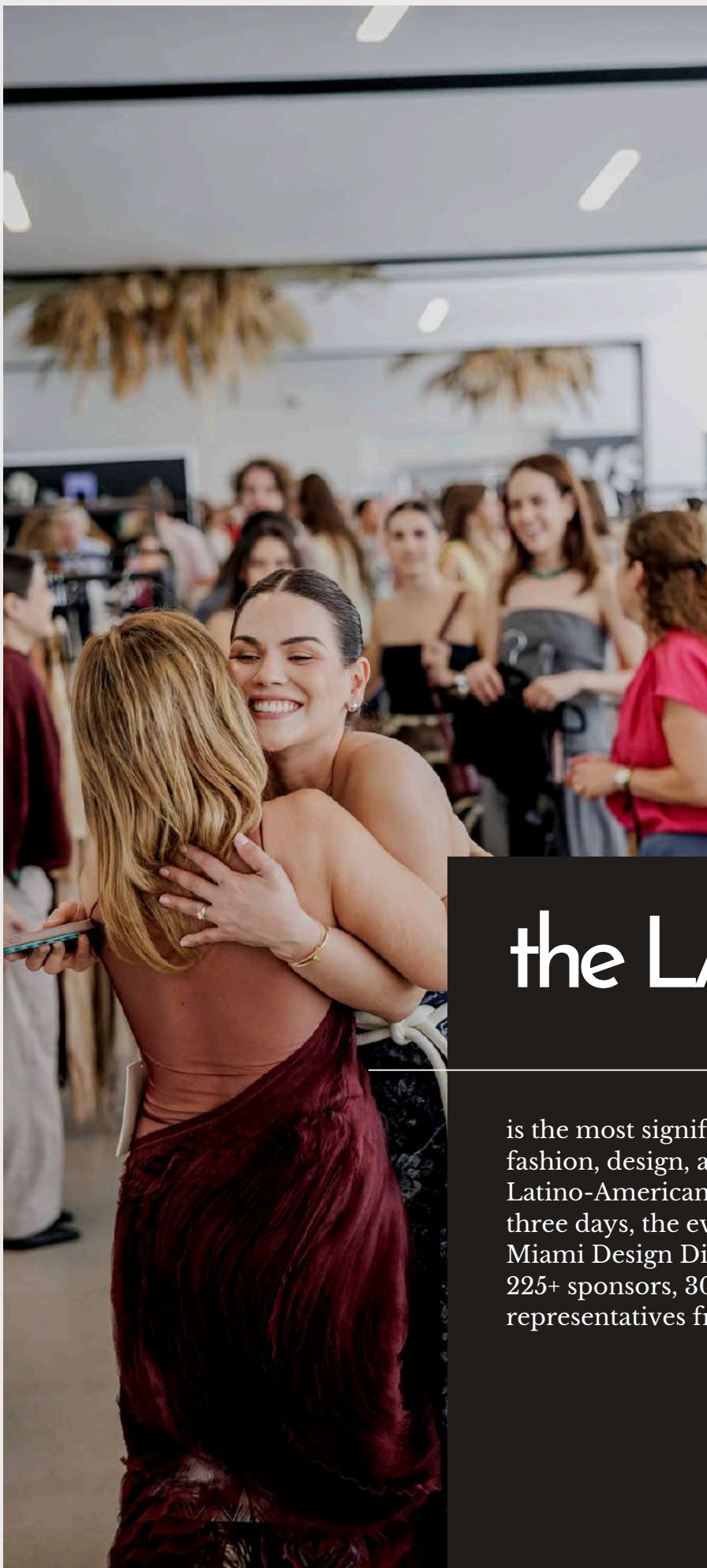
LAIFS

Miami 2024





The business associates Samantha Tams and Estefania Lacayo at the LAFS closing party.



the LAFS

is the most significant summit for fashion, design, and beauty for the Latino-American community. Over three days, the event gathered in the Miami Design District 5,000 attendees, 225+ sponsors, 300+ speakers, and representatives from 50 countries.

LAFS SEEKS TO PROVIDE

meaningful and inspiring dialogues featuring designers, entrepreneurs, leaders, activists, and newcomers who share their impactful stories with our global audience. Check out the interview with Samantha Tam - one of the co-founders of the platform.

ER: What is LAFS global and what does it mean in practice?

ST: LAFS is a platform created to provide visibility for all Latin American entrepreneurs looking to internationalize their products, connect with buyers, and engage with the market. It truly offers an opportunity to step outside their home country and have their work recognized. That's why we established this platform—not only to learn but also to create connections within the industry.

ER: How did this idea come about?

ST: This idea, which I often say started on paper in 2017, actually originated much earlier. My partner, Estefania, and I share a strong connection and background in the fashion industry. I worked as a buyer for major companies and lived in New York, which led us to realize how crucial it was to bring visibility to Latin American talents who lack the necessary tools and connections to seize such opportunities.

ER: What can participants expect, and what is the significance of this partnership with the Miami Design District, the official sponsor?

ST: All participants can expect a wealth of content and numerous connections that this platform fosters. We also want to emphasize the importance of our host, the Miami Design District, for this event. This is the third year we've held this event here, and I truly believe that establishing this movement in the Design District is vital to enhancing visibility. The prominent Latin American community, gathered from across the market, will benefit from every aspect, from restaurants to shopping experiences. We are thrilled to create this movement and hope for a lasting partnership.



ER: To conclude, who is Samantha Tams?

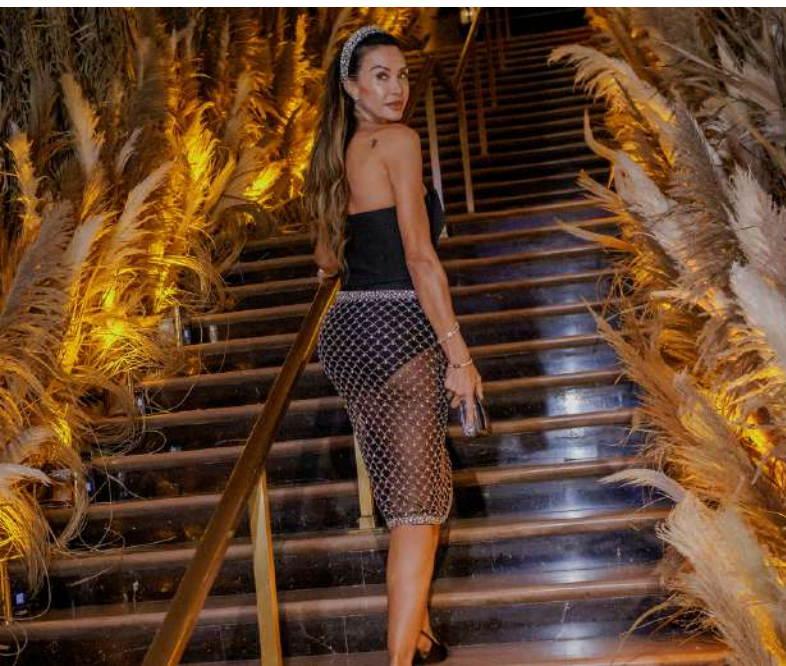
ST: Samantha is an entrepreneur, mother of two, Mexican, 41 years old, and I didn't study fashion. I studied diplomacy because I aspired to be an ambassador and practice my profession around the world, but Mexico eventually recognized me as an ambassador of Latin American fashion.



Gallery









In Brazil, we offer more than 800 products in our portfolio; however, here in the USA, we recognize that the focus is much more on fragrances, and all our products reflect our Brazilian essence.

Once again, this event has been extremely important for us to introduce our line, showcase our culture, and connect with the market. Granado is a brand cherished by generations of Brazilians, and we are proud to present our products to the American audience—products made in Brazil, offering this beloved public the chance to discover our culture and our essence.

*Sissi Freeman
Director at Granado, Brazil*

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Granado is a well-known company in Brazil, but when we come here, we need to present ourselves. We have invested heavily in events like this, as they provide a wonderful opportunity to share our brand's story—a company committed to sustainability with over 150 years of history. For us, this has been a perfect match with LAFS.

We have had a presence in Europe for over 8 years, and we are now kickstarting our journey in the USA because we strongly believe in long-term prospects.

