

# LATINXPERIENCE



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The US is changing: minorities are set to make up the majority of the country's population by 2050.

And with Hispanics/Latinxs already making up a  $\frac{1}{4}$  of the total population under 25, it's clear that the future is going to look *very different*.

# UNDER THE UMBRELLA



Hispanic and Latinx are both umbrella terms, but their reference points are different. Generally, 'Hispanic' refers to anyone from a Spanish-speaking nation while 'Latinx' - with the x added in to make the term gender-neutral - refers to anyone descended from Latin American countries and encompasses dozens of languages. Some of us may choose to only identify as Hispanic, some as Latinx, some as both, some as neither.



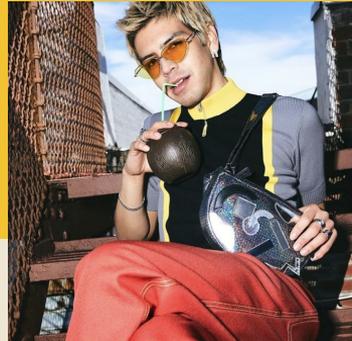
"Whether we use [the term] "Hispanic", whether we use [the term] "Latinx", whether people go with their racial identity, whether they go with their nationality, lived experiences still are at play. There are still overlapping experiences, no matter the term, and **there are still experiences to be acknowledged.**"

Janel Martinez

# LATINXS ARE IN THE PUBLIC CONSCIOUSNESS



With Latinx artists dominating the streaming charts (6 of the top 20 most streamed songs of the summer are by Latinx artists); Netflix ramping up production in Latin America; and traditional television networks developing shows by and starring Latinxs and Latin Americans, it's evident that brands should look into tapping some of the experiences of the Latinx community.



# THE CULTURAL LANDSCAPE



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Bad Bunny



The perreo is plentiful - the all-encompassing genre has all but eclipsed the majority of Latinx music in streaming charts, with recent albums from Bad Bunny, Sech and J Balvin. But it's not the only genre - Latinx artists are making waves in other genres as well, from Kaina to Cuco to ARCA, in multiple languages.



Shakira and JLo, Superbowl

 Hija de tu Madre  
@hijadetumadrela  
Taking a mental health day, I need some R&R....rest and reggaeton

**MUSIC**

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Los Espookys



With several network and streaming shows helmed by Latinx and Latin American writers, the experiences of different communities are more and more often being represented on screen. Some are more escapist, filled with magical realism, while others deal with the lived realities of Latinxs.

## TELEVISION AND FILM



Gentefied

Karl Kani AW19



Latinxs are in all areas of fashion, both as the faces of brands and as the heads. Established brands, like Carl Williams' iconic Karl Kani, are once again taking center stage as 90s nostalgia grows, while emerging brands, like Barragán, are adding a fresh edge to the fashion world. Smaller Latinx e-tailers also tailor to a variety of interests, from social justice-minded brands, like Selva Negra to smaller indie vibes, like Hija de Tu Madre.

# FASHION

Barragán



Hija de Tu Madre

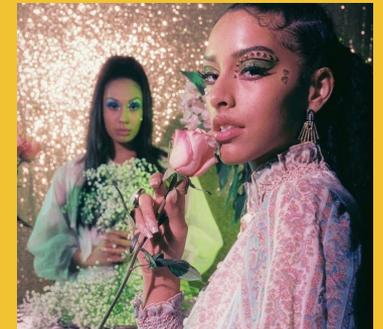


BeautyBlender



Latinx-owned beauty brands serve all needs, from the niche to the mainstream, with beauty enthusiasts able to get products through e-tailers as well as bigger stores like Sephora and Target. There's the bigger brands, like the iconic Beautyblender created by MUA Rea Ann Silva, and smaller companies like Rizos Curls and Reina Rebelde who cater to the diversity within Latinx communities.

# BEAUTY



Cholas x Chulas

Reina Rebelde

JP Brammer



While Latinx influence usually goes beyond our ethnicity, there's a certain je ne sais quois to the culturally specific memes that arise out of Latinx Twitter, TikTok, etc. They may still have universal appeal but the resonance comes from our lived experiences.



#safaerachallenge

# INFLUENCE AND SOCIAL MEDIA

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# THERE IS NO LATINX 'COMMUNITY'



There are *many*. Flattening the diaspora of over 15 countries, that speak dozens of languages, that may not even identify as Latinx, into a monolith of *one community*, *one voice* can easily send a brand into the trap of culture-washing.



## **CULTURE-WASHED MARKETING**

*Relies* on broad stereotypes

*Furthers* generalisations

*Has the potential* to offend

*Results in* tokenism and  
cultural party crashing

## **EXPERIENCE-BASED MARKETING**

*Relies* on nuance,  
understanding of differences

*Furthers* localisation and focus

*Has the potential* to  
acknowledge and recognise

*Results in* appreciation  
and connections without  
calendar priorities

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# CULTURE-WASHED MARKETING



## What:

T-Mobile is going *muy grande* for Hispanic Heritage Month, America's annual celebration of Hispanic and Latino culture and history!

# EXPERIENCE-BASED MARKETING



**What are ways to tap into the *experiences* of Latinxs, rather than just commodifying our communities?**





# CASE STUDIES

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# DON'T ENGAGE WITH OUR ICONS SUPERFICIALLY



Ulta Beauty sought to tap into the cachet of a Latinx (and international) icon, Frida Kahlo, with the announcement of their makeup collaboration. In conjunction with the Frida Kahlo Corporation, they released brushes, an eyeshadow palette, and an eyebrow palette, amongst other things. However, the launch was ambivalently received. Sure, it taps one of our icons. But it doesn't *reflect* her: not her oeuvre, her personal style, or even the people she inspires.



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# REFLECT OUR ICONS HOLISTICALLY AND FULLY CONTEXTUALISE THEM



After a change.org petition calling for a MAC x Selena collaboration garnered 37,000+ signatures, MAC listened and delivered. Working with the late Tejano singer's sister, Suzette, MAC released a line of makeup that reflected the makeup Selena had been so fond of, including that iconic shade of red lipstick. The major launch was in Selena's home state of Texas, and the collection sold out in mere hours.

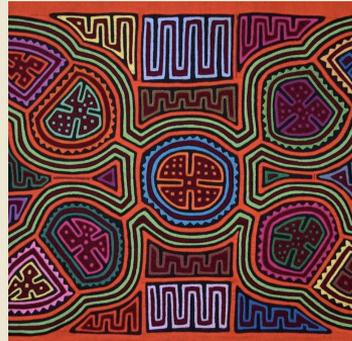


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# DON'T SPEAK AT US; SPEAK TO US



In an homage to NY's Puerto Rican population, Nike designed a unique AF1 shoe, slated for release before the Puerto Rican Day Parade in NYC. As the first images of the shoe dropped, Latinxs chimed in with concern: the design, meant to emulate the iconic coquí frog of PR, instead copied the designs of the Mola peoples of Panama. It was Nike's full intent to honour the PR diaspora and experience -- but without a cultural consultant, the execution was lacking.



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# ALLOW PERSONAL STORYTELLING TO BE PERSONAL



Converse, meanwhile, unveiled their second collaboration with brand consultant, Ray Polanco Jr ([@raypolancojr](https://www.instagram.com/raypolancojr)). The shoe, called *Puro Plátano 2*, has drawings inspired by and speaking to Polanco Jr's experience of growing up Dominican in NY. The shoe isn't meant to be anyone's truth but Polanco's. But as the shoes are customisable, with hand-drawn icons in the style of a colouring book, each person has the opportunity to make them their own.



# OTHER WAYS BRANDS ARE CONNECTING



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# CUCO BLOCK PARTY



To celebrate the release of his first full album, the wunderkind Cuco had a hometown block party in downtown Los Angeles.

Both Haagen-Dasz and Red Bull were present at the block party: not in your face, not as owners of the event. They were simply part of the *experience*. Haagen-Dasz reps handed out dulce de leche and strawberry ice cream on the sweltering day, and Red Bull provided water and drinks.



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# TIDAL LATINX HERITAGE MONTH



To celebrate Latinx Heritage Month, Tidal is rolling out playlists that highlight Latinx and Latin American talent. They've also got a docu-series spotlighting rising talent and on Sept. 30th, they showed up at El Museo del Barrio for a music showcase with rising Latinx talent, like rapper Melli and *Hamilton's* Anthony Ramos. The festival is well-timed: the museum, in East Harlem, is celebrating its 50th anniversary, showing that Tidal is mixing history for a contemporary audience.

Whereas brand priorities tend to follow a retail calendar, our lives don't. We aren't Latinx only during the holidays or during specific dates on the calendar: we're Latinx 24/7, 365.

Instead of focusing on seasonal priorities, or party crashing our cultural events, make an effort to be evergreen, and include us year-round — *not* just when you want some extra spice.

**SEASONAL**



**EVERGREEN**

## TAKEAWAYS

*Don't speak at a community; let  
recognisable figures speak.*

*Reflect our experiences holistically and  
ground collaborations with visual and  
geographic cues.*

*Allow personal storytelling to be personal,  
rather than making it stand in for others.*

## ONES TO WATCH



**Kaina**  
[@kaina](#)  
10.3K followers

Kaina is a dreamy R&B singer with a distinct soft and pastel-hued IG aesthetic.



**Juan Veloz**  
[@jveloz](#)  
29.6K followers

A photographer, known in particular for his portraiture, Veloz has worked with Nike, Fila, and Converse.



**Jessica Torres**  
[@thisisjessicatorres](#)  
114K followers

A New York based style blogger, Jessica is known for her plus-size clothing hauls.



**Gabriella Sanchez**  
[@gabriella\\_sanchez](#)  
11.8K followers

Gabriella is a multidisciplinary artist and creates bright pastiche works.

## ONES TO WATCH



**Angelica**  
[@angelicaslabyrinth](#)  
26.1K followers

Angelica is an ASMRtist who posts themed videos on YouTube, rolling out content every other day.



**Iris Beilin**  
[@irisbeilin](#)  
683K followers

Iris regularly posts beauty content, interspersed with comedic videos that often feature her dog, Osito.



**Diego Lucas**  
[@esdiegolucas](#)  
3K followers

A makeup artist and photographer, Diego uses their keen eye to create colourful looks and stunning portraits.



**Alani Figueroa**  
[@wuzg00d](#)  
250K followers

Alani is a dancer, whose IG is filled with her eclectic looks, mixing streetwear and vintage clothing.

**THANK YOU**

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