

# LAUNCHMETRICS

## **Long time brand partner, Negris LeBrum, brings Launchmetrics to the NYFW runway**

***CFDA "ones to watch" and Black-owned label pays tribute to tech company who helped propel their business and "level the playing field", spotlighting it on the runway with an original design***

### **FOR IMMEDIATE RELEASE**

(New York, New York) September 11th, 2021 — Launchmetrics, the leading Brand Performance Cloud helping executives make smarter decisions around their branding efforts, announces their NYFW-runway debut with Negris LeBrum. The Black-owned and operated label has paid homage to the fashion tech company by creating Launchmetrics' first runway-exclusive look.

Designer and Founder, Travis Hamilton, approached Launchmetrics while crafting his SS22 collection entitled *The Love Story*, offering to design a Launchmetrics runway look to show his appreciation to the company for having "played a key role sustaining [their] brand with global visibility". The partnership with Launchmetrics is a testament to their perseverance and further allows the brand to build a "stronger representation".

"It has always been Launchmetrics' mission to listen to the industry and support the way it works, continuously innovating to move forward," comments Tatiana Ferreira, Chief Customer Officer at Launchmetrics. "We're client-focused and view ourselves as their strategic brand partners, so when Travis approached us with his original design, we felt it was an authentic representation of what we've always strived to build — being not only proud of our clients' achievements but grateful to be an integral part of their journey and growth."

Negris LeBrum has leveraged Launchmetrics' content production services (IMAXtree, acquired by Launchmetrics in 2018) as well as their private fashion community, GPS Radar — where brands, media and retailers connect — to create impactful content and establish long-term relationships with industry insiders, talent agencies and creatives.

"COVID has changed us forever and I believe that the Launchmetrics tools and services are the new path forward for digitizing your PR strategy," Travis Hamilton states. "Since FW18, Launchmetrics has played a key role sustaining our brand with global visibility, and so it was a simple choice for us to reach out to Launchmetrics with the hopes that a collaboration could happen. The fashion industry can be brutal for the smaller brands like Negris LeBrum, but their technology and services are game-changing. Over the past four years, Launchmetrics has provided us with not only the right content we need to get noticed, but also the tools to showcase it and the right network to connect with to help grow my business. I wanted to thank Launchmetrics for their support and being a designer, naturally, I choose to express myself through my creations."

For years now, the runway has evolved from an industry-only event to a consumer-focused branded experience, and more recently has become a stage not only for creative expression but community and collaboration. This initiative demonstrates how the industry is embracing such a collaborative mindset

and illustrates that *a rising tide lifts all boats*, reminding us just how important it is to support each other and give back, especially in challenging times.

This partnership is an important symbolic expression for Launchmetrics, who has been a partner of global Fashion Weeks for over a decade, supporting organizations, brands, creatives, and industry insiders by providing the tools and intelligence needed to create inspiring, impactful and measurable experiences.



Negrís LeBrum x Launchmetrics, runway exclusive (not for sale/production): Launchmetrics logo-clad twinset in grey tones, Jacquard knitting; mixture of viscose, nylon and spandex for cooling effect

### **About Negrís LeBrum:**

Negrís LeBrum's roots run deep in the African American community as it started on the campus of Texas Southern University (Historically Black College & University) in Houston, Texas and is a regular participant in NYFW. Designed by Creative Director & Founder, Travis Hamilton, Negrís LeBrum was inspired from a love story that began during the 1940's, between a young beautiful French Creole woman and a handsome man. Although their love was forbidden by societal difficulties, they were brought together by a force that was greater than the both of them and it is through fashion that their love story is being told to the world.

### **Key brand moments:**

Being introduced to Mrs. Ruth Finley, the founder of the fashion calendar, who placed them on the NYFW agenda for the first time during FW12; Negrís LeBrum being mentioned as an emerging brand to watch for [FW21/22 season](#) at NYFW by the CFDA; teaming up with Launchmetrics on the runway for SS22.

***Further quotes from Travis Hamilton, Creative Director and Founder of Negrís LeBrum, for citation and press use:***

“The digital transformation, accelerated by the pandemic, has created new opportunities and brought us closer to the consumer. In so many ways it leveled the playing field as fashion houses across the board had to scale back due to market uncertainty. Through this new age of digital, we are able to create stronger brand representation.”

“Launchmetrics has been a game-changer for us. We’re an emerging brand and so having access to GPS Radar — their private fashion community where brands, media and retailers connect — has been key in continuing to move the brand forward. Through their network, we have established great, long-term relationships with international talent agencies, celebrity creatives as well as other industry insiders.”

“COVID has changed us forever and I believe that the Launchmetrics tools and services are the new path forward for digitizing your PR strategy. Fashion is all about visibility and influencing the consumer market with forward thinking trends and I hope we continue to do so with innovative and engaging brand partners such as Launchmetrics.”

“I like to stay grounded and always remind myself of how we got here: we started our brand with 12 T-shirts and a love story ...and from there, built a brand.”

“The brand offers a mirror to society with its origin story based on the interracial marriage of a Southern couple from Louisiana in the 1940’s, a theme which still resonates with many today.”