



Press Release

FOR IMMEDIATE RELEASE

(long Release 749 words)

[Barcelona, may 2023] - Versatile fashion designer Mariana Martinez first emerged on the scene in 1992 as the winner of the Second Young Art Biennial, presented by the Alfonsín Government in Argentina. Since then she has continuously showcased her talent through captivating and unconventional presentations in art galleries, fashion shows and other events.

In 1993, she served as an assistant professor in the fashion department at the University of Buenos Aires. While working as a designer in the high-quality socks industry of her family, she continued to pursue her own designs, including creating captivating designs for media and fashion shows. In 1996, she embarked on a transformative journey to San Francisco, where she resided for a year and produced clothing for performers, particularly go-go dancers.

A pivotal moment in Mariana Martinez's career occurred during a fashion show held outside the renowned Teatro San Martín in Buenos Aires. It was there that Dante Spinetta and Emmanuel Horvilleur, the founding members of "IIIya Kuryaki and the Valderramas," came backstage and expressed their desire to wear Mariana Martinez's distinctive pieces. The duo proudly wore Mariana Martinez's designs during their first tour in the United States and in the hit music video for "Jugo" released in 1997, garnering significant attention and acclaim.

Establishing a strong presence in the heart of Buenos Aires, Mariana Martinez opened a store in the iconic Bond Street Gallery, where her brand flourished. Moreover, she collaborated with Julian Stumpo to create the avant-garde streetwear brand "Warrior Team," which, although ahead of its time, managed to sell a collection at "Cristobal Colon." Presently, the brand boasts 30 stores across Argentina. Over the years, Mariana Martinez honed her design and presentation skills for online collections while working with various streetwear and denim brands, becoming known for dressing individuals within the electronic music scene in Buenos Aires.

In 2001, Mariana Martinez welcomed her Franco-Argentinian son, Théo, into the world. Subsequently, the family relocated to Bordeaux, France, in 2002. Mariana Martinez pursued

advanced techniques in haute couture at a specialised fashion school and established her first personal workshop for creating her own bespoke garments. Her creations attracted the attention of the local press and led to an invitation to showcase their pieces at the esteemed "Mexicana," Bordeaux's most prominent multi-brand store. The owners graciously organised a private fashion show complete with a regal banquet.

She opened her own boutique and in addition to established catwalks, she showcased her designs in unconventional spaces such as streets and parks, incorporating live mapping and painting.

In 2010, Mariana Martinez introduced "Art-á-porter" (a nod to "Pret-a-Porter") as a counterpoint to the rising fast-fashion trend. The concept involved collaborating with artists to transform textiles and garments into living works of art, presented during the open art week in one of the galleries in the Chartrons neighbourhood.

She then launched Blok in 2013, an itinerant and ephemeral event that celebrated various forms of art, creation and music. This endeavour served as the foundation for the birth of Materia in 2015, providing a platform for artistic expression and collaboration, a physical space to nurture the vibrant creative community. In 2018, she exported the Materia concept to Barcelona, Spain, in pursuit of sunlight and a more cosmopolitan environment with a diverse global audience.

After a period of introspection during the post-pandemic era, the need to connect and communicate has resurfaced with renewed vigour.

Mariana Martinez is thrilled to announce the unveiling of her drop "VITAL".

It embraces her avid activist soul and long-standing support for the "SLOW FASHION" movement, which advocates for quality, ethical, sustainable and mindful practices in the fashion industry.

Short releases (82 words)

Mariana Martinez is an accomplished fashion designer known for her innovative designs and commitment to artistic expression. After winning accolades at the Young Art Biennial in 1992, she followed up with a thriving international career, from her native Argentina to USA, France and Spain. She has garnered acclaim for her unique and playful creations, collaborations with renowned artists and musicians and unconventional shows. She is dedicated to pushing boundaries and embodying the spirit of the "SLOW FASHION" movement and responsible fashion.

