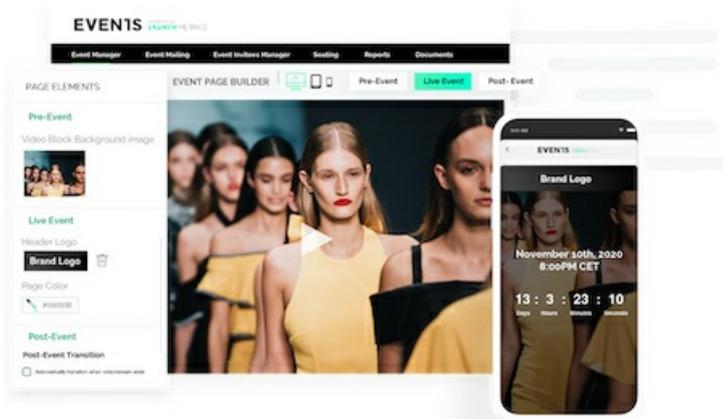


APPAREL AND ACCESSORIES

Launchmetrics makes its NYFW debut with Negris LeBrum

September 13, 2021



Launchmetrics continues helping brands expand and digitize events. Image credit: Launchmetrics

By LUXURY DAILY NEWS SERVICE

Fashion cloud technology platform Launchmetrics has made its New York Fashion Week runway debut with American clothing brand Negris LeBrum.

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The Black-owned and operated clothing brand paid homage to the fashion tech company by creating the first runway-exclusive look for Launchmetrics. Travis Hamilton, designer and founder of Negris LeBrum, approached Launchmetrics when designing his spring/summer 2022 collection, proposing partnership to show his appreciation of how the cloud platform has helped his brand maintain global visibility.

"COVID-19 has changed us forever and I believe that the Launchmetrics tools and services are the new path forward for digitizing your PR strategy," Mr. Hamilton said in a statement.

"Since Fashion Week 2018, 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," he said. "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."

Augmenting brands and initiatives

Negris LeBrum has leveraged Launchmetrics' content production services including IMAXtree, a fashion image archive and its private fashion community, GPS Radar. On GPS Radar, brands, media and retailers connect in creating impactful content while establishing long-term relationships with others in the fashion industry.

Both the brand and platform believe the partnership is a reflection of the industry's pivot to collaborative mindsets, highlighting the importance of supporting one another's brands and organizations, especially during challenging times like the pandemic.



Launchmetrics logo-clad twinset in grey tones. Image courtesy of Launchmetrics

The look designed for the runway was a grey twinset featuring several iterations of the Launchmetrics logo.

Launchmetrics has been involved with several forward-thinking initiatives this year.

In May, Launchmetrics and video-sharing platform TikTok announced a new partnership with the Universite Cote d'Azur and the city of Cannes to create an academic and research collaboration focused on luxury tech entrepreneurship.

When the world recovers from the pandemic and businesses turn to new mediums to connect with their customers, creators and "affluencers" will be pivotal in driving success in today's economic climate, according to Launchmetrics. This global research and innovation program will target the analysis of affluent consumers who also influence the shopping and buying behaviors of others ([see story](#)).

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