

AUTOMOTIVE

# Mercedes-Benz Fashion Week hits surf at Marriott's Solaz resort

April 5, 2024



Mexico continues to show heightened demand for luxury. Image credit: MBFW

---

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz's Mexican business arm is finishing up its springtime showcase.

The brand's Fashion Week (MBFW), presented by Marriott Bonvoy, is being hosted at **Solaz**, one of the resorts in the global hotel group's Luxury Collection. Located in Los Cabos, the beachside staging extends through tomorrow, Saturday, April 6.

"Sustainability is one of the fundamental pillars in our strategy, through which we seek to be an emissions-free company by the end of this decade," said Jaime Cohen, CEO of **Mercedes-Benz Mexico and Latin America**, in a statement.

"Since 1995, Mercedes-Benz has established itself as a key player in the global fashion industry," Mr. Cohen said. "Today, Mercedes-Benz Fashion Week is one of the main forums in which we bring sustainable luxury experiences to our customers.

"We are excited to see the future of the fashion industry and we will continue to join forces to promote new Mexican talents in this industry."

## **Uplifting Los Cabos**

At the tropical luxury destination, the new edition of MBFW includes Saudi Arabia as a guest country.

Four Mexican and six Saudi Arabian firms are participating. These companies were chosen by the **Saudi Fashion Commission**, which includes 100 total designers.



*This entire week has seen fashion displays from both Mexican and Saudi designers. Image credit: MBFW*

The automaker, known for its participation in outside industries that engage with the arts, has been presenting MBFW for many years now ([see story](#)). The event programming historically aims to boost creative fields and promote the regions that it is hosted in.

This year in Los Cabos, the locale is promoting the culinary, ecological, hospitality and luxury experiences that are offered in the community. This is a mission that Solaz, the official venue, has been taking on since its opening ([see story](#)).

With the help of Mercedes-Benz and Marriott, regional leaders are also working to position the Mexican vacation hub as the next fashion city, as supported by the Fideicomiso de Turismo de Los Cabos, or the Los Cabos Tourism Trust.

An international angle comes into play at MBFW with the inclusion of Saudi Arabian talents. Revealing the latest styles and perspectives from the nation, the guest country shines a light on the new perspectives that are driving the global fashion stage at large.

“Our participation in Mexico signifies our dedication to fostering cultural exchange and nurturing meaningful connections with nations that share common traits with Saudi Arabia,” said Burak Cakmak, CEO of the Saudi Fashion Commission, in a statement.



*The clothing works sustainability into the designs, complementing Mexico’s ecotourism push that is bringing international visitors in mass. Image credit: MBFW*

“With six brands from our Saudi 100 Brand program traveling to Mexico, we aim to showcase the diverse talents and exceptional products coming from our vibrant region,” Mr. Cakmak said. “This event serves as a platform for discovery as we invite the global community to explore the richness of our cultural heritage and embrace the innovative spirit that drives our local brands.

“Together, we embark on a journey of mutual appreciation and collaboration, bridging cultures and celebrating boundless creativity that knows no boundaries.”

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.