

EL MUSEO DEL BARRIO

FOR IMMEDIATE RELEASE

EL MUSEO DEL BARRIO ANNOUNCES SPRING BENEFIT HONORING WILLY CHAVARRIA AND KARLA MARTINEZ DE SALAS



FEATURING A PERFORMANCE BY YENDRY AND DJ CHRISTIAN MARTIR

Tuesday, March 29th | 7PM – 10PM
Edition Times Square, Garden West (9th Fl)
New York City

NEW YORK, NY, FEBRUARY 24, 2022 - El Museo del Barrio presents its Spring Benefit 2022 on Tuesday, March 29th from 7pm to 10pm. Held at the Edition Times Square (Garden West - 9th Floor) in New York City, the evening will honor and celebrate fashion designer Willy Chavarria, and Vogue Latin America's Karla Martinez de Salas. Special performance by singer and songwriter **Yendry**, and **DJ Christian Martir**. The Benefit provides critical support for the museum's mission and to increase the awareness and relevance of Latinx and Latin American art and culture locally, nationally and internationally. The fashion-forward event will bring together nearly 200 luminaries from the worlds of fashion, entertainment, business, society, and politics.

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EL MUSEO SPRING BENEFIT 2022 HONOREES

WILLY CHAVARRIA was born in Fresno, California. With a focus on art and commerce, he studied graphic design at the Academy of the Arts and eventually found his home in the creation of fashion. At age 21 Willy began working for Nicholas Graham on the creation of Joe Boxer, and from there began to design cycling apparel for VOLER based in San Luis Obispo, California, which led to being tapped by Ralph Lauren to work on the launch of RLX. After a move to New York, Willy eventually designed across several categories at Ralph Lauren, which led to an opportunity to become the director of design for underwear, footwear, and accessories at American Eagle. While at American Eagle, Willy opened a retail store in SoHo called Palmer Trading Company and created a label under the same name that began to have a cult following in the US and in Japan, where a strong wholesale business was formed. This led to the launch of his own eponymous label in 2015 which had a more personal and expressive approach to branding and design. There is a sensitive and cinematic approach to the WILLY CHAVARRIA collections. His concept blends the emotion of art and modern politics into a reactionary story of the human will. The brand began to receive attention after creating controversial and poignant runway presentations. From here the brand began to be carried in renown retailers worldwide such as Barneys, Dover Street Market, and Browns. It also led to opportunities to work on other brands such as Kanye West's YEEZY label, where Willy was the Executive Lead Concept and Design, and Calvin Klein, where Willy is now Senior Vice President of Design.

KARLA MARTINEZ DE SALAS (Born in El Paso, Texas) is the editor-in-chief of Vogue Mexico and Latin America. She attended Arizona University before she moved to New York City and began her career as an assistant at American Vogue and became an associate fashion editor in 2002, collaborating with renowned Vogue staffers including Grace Coddington, Tonne Goodman, Camilla Nickerson, and Phyllis Posnick. In 2016, she became the editor-in-chief of Vogue Mexico and Latin America. Martínez de Salas' work for Vogue Mexico and Latin America was honored by Mexico's Fashion Digital Awards for best editorial content, and she was recently included in the BoF U.S. list of the top 500 international fashion leaders. She continues to reflect her extensive knowledge in the publication of each issue of Vogue Mexico and Latin America and enriches the presence of the "Fashion Bible" in this growing

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region. Martínez de Salas is also part of Project Paz, a nonprofit organization headquartered in New York, whose goal is to create extracurricular activities for low-income children in Ciudad Juarez to promote peace.

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SPONSORS

El Museo del Barrio's Spring Benefit 2022 premier sponsor Dobel Tequila. With additional support by RG|NY.

ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio, founded by a coalition of Puerto Rican educators, artists, and activists, is the nation's leading Latino and Latin American cultural institution. The Museum welcomes visitors of all backgrounds to discover the artistic landscape of these communities through its extensive Permanent Collection, varied exhibitions and publications, bilingual public programs, educational activities, festivals, and special events.

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The Museum is located at 1230 Fifth Avenue at 104th Street in New York City. The Museum is open Thursdays, Fridays, Saturdays and Sundays from 11:00am – 5:00pm. Pay-what-you-wish. To connect with El Museo via Social Media, follow us on Facebook, Instagram and Twitter. For more information, please visit www.elmuseo.org.

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