Beat: Lifestyle

Jaime Luna Iconic Panamanian

World Fashion Week Honors Panamanian

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USPA NEWS - World Fashion Week® and World Fashion Exhibition® China 2024 honors renowned Iconic Panamanian Jaime Luna with a Lifetime Achievement Award. The international sustainable event was held in the vibrant city of Shanghai and Hangzhou from September 27th to 30th, 2024.
At the helm of the Jaime Luna Fashion House, Luna has successfully presented his haute couture collections on prestigious international platforms in Asia and Europe. A pure reflection of the rich heritage of Panama combining traditional artism with his modern interpretations have garnered worldwide recognition.

As a pioneer of fashion in Panama and a key figure in promoting entrepreneurial artisans, Luna's contributions have significantly impacted both the national and international fashion scenes. Jaime Luna's career in fashion has been marked by innovation and a deep connection to his cultural roots. As the founder of the School of Fashion Design at the University of Panama, Luna has nurtured new generations of designers, ensuring the future of Panamanian fashion remains strong. Additionally, his role as President of the Fashion and Arts Foundation reflects his mission to elevate the work of local artisans and designers, with a focus on entrepreneurship and creativity.
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One of Luna's most impactful social initiatives is his haute couture workshop program, "Entrepreneur Women, Safe Women," which provides support to low-income women in Panama. This program, developed in partnership with the Municipality of Panama City and the Ministry of Culture of Panama, empowers women by offering them new skills and socioeconomic opportunities through fashion and entrepreneurship.

Jaime Luna's enduring legacy in Panamanian fashion is marked by his unwavering commitment to promoting local artisans and designers, providing them with a platform to succeed and thrive. His dedication to fashion as a tool for social and economic development has positioned him as a key figure not only in Panama but on the global stage.

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The Lifetime Achievement Award at the World Fashion Week® and World Fashion Exhibition® China 2024 recognized Jaime Luna's outstanding contributions to Panamanian culture, his leadership in the fashion industry, and his efforts to promote the creative potential of local artisans and designers.

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