



MARIgo *ROUND*

Media Kit | Runway Reviews

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Mari Alexander
Founder, Writer



ABOUT MARI

Journalist and editor Mari Alexander first started MGR as a love letter to fashion and culture in Los Angeles in 2019. Over the years, it ballooned into a platform that highlights a *new generation of independent designers* through runway reviews, designer interviews, and trend reports. With a globetrotting, multicultural background, Mari strives to bring *diverse stories to life* through vivid, first-person storytelling and insightful reporting.

Awards & Accolades:

IRMA Awards: Gold for Best Profile Writing, Gold for Magazine Writer of the Year | Great Plains Journalism Awards: Magazine Writer of the Year, Best Magazine Profile Writing | Diamond Journalism Awards, 1st place winner for Magazine Narrative/Feature Writing

PREVIOUS COVERAGE



[Read](#) – *Saks Potts Romanticizes Summertime
Nostalgia at Copenhagen Fashion Week SS24*



“Umbrellas today are a necessity. *Rain has pummeled the city.* Clouds have moved into the sky and have just been squatting there all day. *Saks Potts* told us to prepare for bad weather. In show invitations, the brand alerted guests, *“It’s going to rain! Let’s embrace it!”*”



Read – *At Paris Fashion Week SS24, Ujoh Delivers a Lesson in Divine Tailoring*



*“Lights. More lights. A heavier silence cracked open by a long and gloriously fluid note accompanied with short, gurgling lines by saxophonist Sam Gendel. And then finally, the first look: A strapless longline top left mostly unbuttoned and worn on top of an artfully layered asymmetrical skirt. There’s a certain lightness that’s – dare I say it – *angelic*.”*



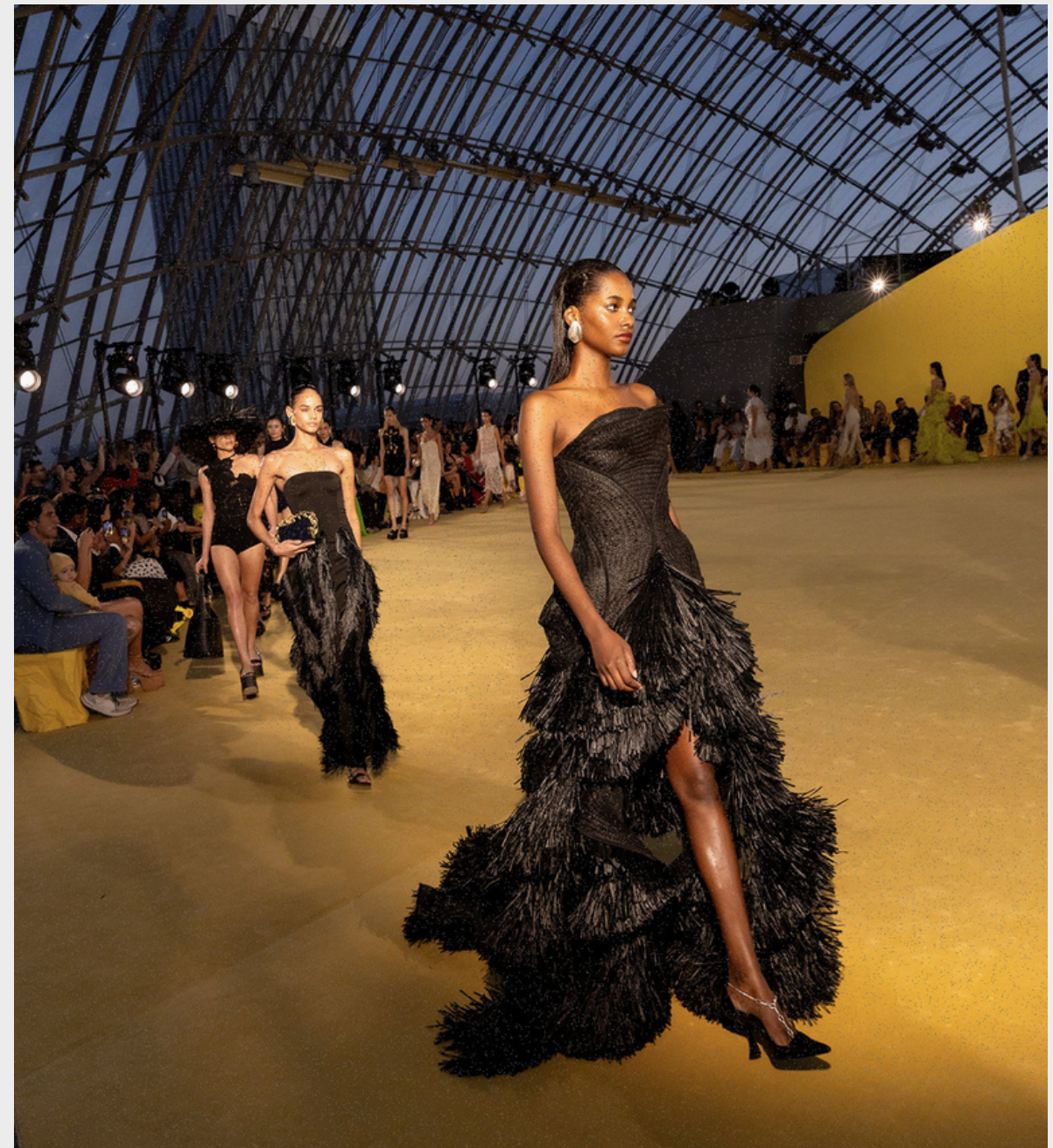
“But even from down here, *everything is so beautiful*. Beautiful in the slow-your-heart-rate kind of way. Peek through the colonnade, and you’ll see the *octagonal square of Amalienborg Palace*, home to the Danish royal family and anchored by *Frederick V’s equestrian statue*. Elsewhere all around, there are historical buildings and homes that once played host to this famous writer or that notable royalty.”

Read – *Baum Und Pferdgarten’s SS24 Collection Is a Love Letter to Copenhagen*

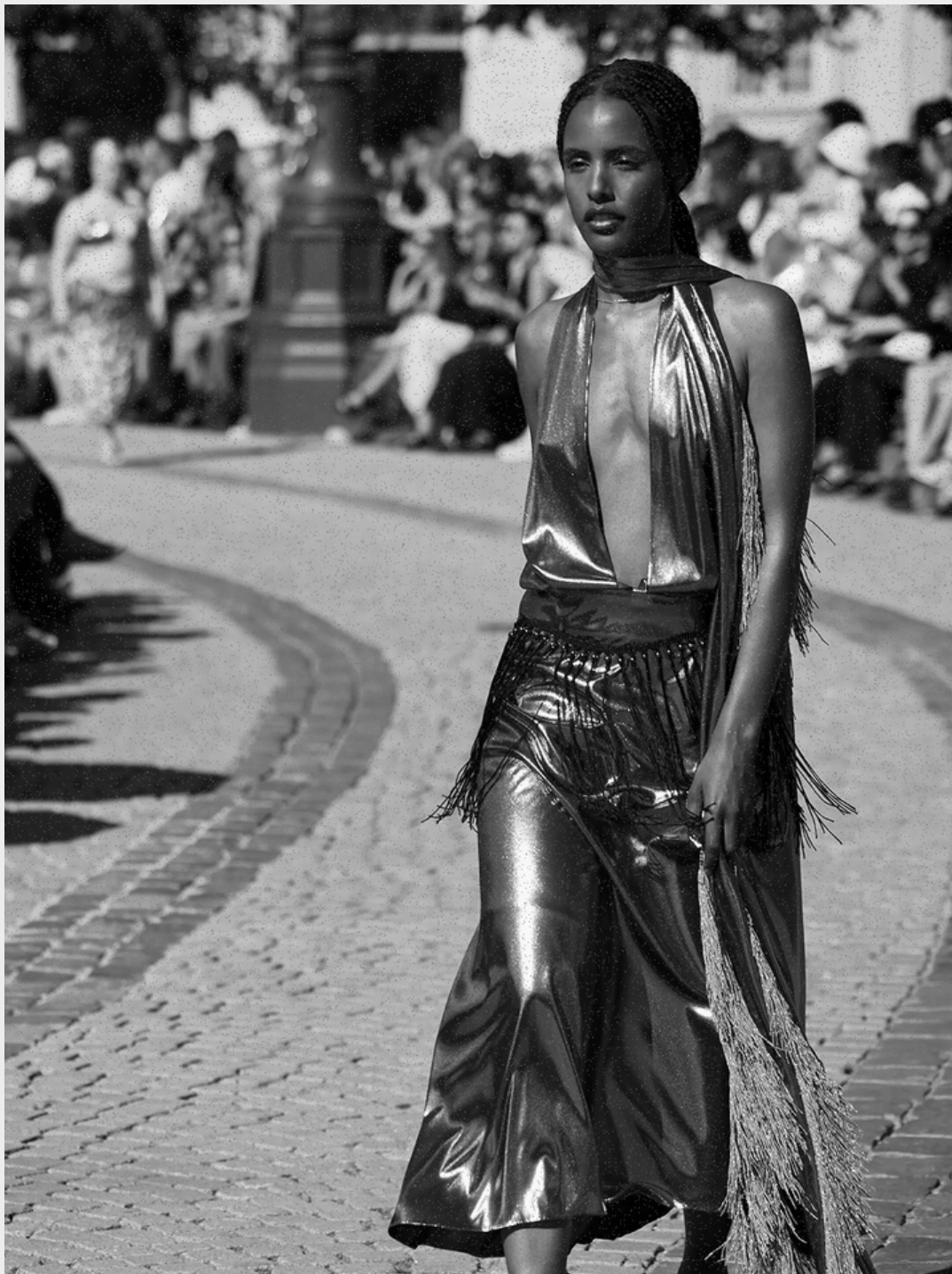


"The steely color palette of the museum's glass-domed terrace is softened with buttery yellows everywhere. *Yellow carpet. Yellow seats. Yellow walls*, like the orange-mustard buildings that wall in narrow streets in Saint-Tropez. Somehow, even *the weather feels yellow* – the last sunny day before an anticipated week of leaden skies and rain. Cult Gaia couldn't have timed its show better.

I repeat: *Cult Gaia couldn't have timed its show better*. A picture-perfect sunset, a gentle breeze, a rhythmic medley of (what sounds to my ear like) shourangiz and tablah on the soundtrack — it seems that the stars are aligned to infuse the evening with *a golden dusting of magic*."



Read – Cult Gaia's Resort 2024 Collection Takes Us on a Sun-Soaked Vacation



SHOWS COVERED

Whether locally or internationally, MGR strives to tell first-hand, in-depth narratives of runway shows — with an emphasis on emerging talents.

LOS ANGELES

Luis de Javier SS24 | [Read](#)

Celine AW23 | [Read](#)

Gucci SS22 | [Read](#)

Alexander Wang AW22 | [Read](#)

Andrew James AW22 | [Read](#)

Jimmy Paul AW22 | [Read](#)

Dior x ERL | [Read](#)

AnOnlyChild SS23 | [Read](#)

Gypsy Sport SS23 | [Read](#)

Demobaza SS23 | [Read](#)

Theophilio SS24 | [Read](#)

PARIS FASHION WEEK

Paula Canovas Del Vas SS24 | [Read](#)

Ujoh SS24 | [Read](#)

COPENHAGEN FASHION WEEK

Baum und Pferdgarten SS24 | [Read](#)

Gestuz SS23 | [Read](#)

Holzweiler SS23 | [Read](#)

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GET IN TOUCH

Email:

contact@marigoround.com

Website:

marigoround.com

